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DESKBOOK OF THE SCHOOL  
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## PREFACE

This bulletin makes no pretense of giving an all-inclusive list of rules for newspaper writing. It aims merely to call attention to some of the commonest errors in writing and to give in addition the "style" of the School of Journalism, which is followed in the school's daily newspaper, the *Evening Missourian*. Many of the rules of style are purely arbitrary. It is quite as correct, from the point of view of good English usage, to write *Prof. Jones* as *Professor Jones*, and *centre* as *center*, but for the sake of uniformity in its own columns nearly every newspaper adopts a set of definite patterns for its writers, proofreaders and compositors. One style, if consistently followed, is likely to be as good as the next.

In general, the style defined in this deskbook is the same as that laid down in the last previous deskbook of the School of Journalism, which was edited by Charles G. Ross, former professor of journalism at the University of Missouri.

Style, however, is never static; no set of rules, however complete, can hope to cover every question that may arise, or to stand unchanged throughout a considerable time. Changing conditions and changing viewpoints have compelled changes in a few rules, elimination of some and addition of a few new ones. In addition, the rules in some sections have been rearranged with a view to grouping those that have logical connection.

## THE JOURNALIST'S CREED

*I believe in the profession of journalism.*

*I believe that the public journal is a public trust; that all connected with it are, to the full measure of their responsibility, trustees for the public; that acceptance of lesser service than the public service is betrayal of this trust.*

*I believe that clear thinking and clear statement, accuracy and fairness, are fundamental to good journalism.*

*I believe that a journalist should write only what he holds in his heart to be true.*

*I believe that suppression of the news, for any consideration other than the welfare of society, is indefensible.*

*I believe that no one should write as a journalist what he would not say as a gentleman; that bribery by one's own pocket-book is as much to be avoided as bribery by the pocketbook of another; that individual responsibility may not be escaped by pleading another's instructions or another's dividends.*

*I believe that advertising, news and editorial columns should alike serve the best interests of readers; that a single standard of helpful truth and cleanness should prevail for all; that the supreme test of good journalism is the measure of its public service.*

*I believe that the journalism which succeeds best—and best deserves success—fears God and honors man; is stoutly independent, unmoved by pride of opinion or greed of power, constructive, tolerant but never careless, self-controlled, patient, always respectful of its readers but always unafraid; is quickly indignant at injustice; is unswayed by the appeal of privilege or the clamor of the mob; seeks to give every man a chance and, as far as law and honest wage and recognition of human brotherhood can make it so, an equal chance; is profoundly patriotic while sincerely promoting international good will and cementing world-comradeship; is a journalism of humanity, of and for today's world.*

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## GENERAL INSTRUCTIONS

Tell your story simply and naturally. Shun "fine writing."

Not every story must be short, but every story should be concise. Eliminate each word, sentence or paragraph not essential to the story.

Accuracy, terseness and fairness are requisites of a good news story; and the greatest of these, for without it all other good qualities are as nothing, is accuracy.

Accurate writing presupposes accurate observation. The eyes and the mind must *see* correctly before you can write correctly.

Read your own and other papers. Read both local and telegraph news. Know current events, so that you will be prepared to handle intelligently any story that may come your way.

Any reporter finding news of unusual importance should telephone the office at once.

**WATCH NAMES.** Don't be afraid to ask how names are spelled. What you think is *Smith* may be *Smythe*.

In taking names over the telephone insist that letters be clearly indicated; *s* and *f*, *b*, *v* and *d*, *m* and *n* sound alike over the telephone. To distinguish them, use words beginning with the letters in question, thus (for example): *s* as in *summer*, *f* as in *Frank*, *b* as in *boy*, *v* as in *victor*, *d* as in *dog*, *m* as in *match*, *n* as in *nothing*.

Keep your eyes open for feature-story possibilities. Watch, too, for chances to get good pictures.

Courtesy pays. Remember this in answering inquiries over the telephone.

Cultivate, if you haven't it already, a feeling of *personal responsibility* for your story. Never be content with getting a thing *almost right*; get it, as far as is humanly possible, *exactly right*. And always—

**WATCH NAMES.**

## PREPARATION OF COPY

1. Use the typewriter. See that the keys are kept clean.
2. Use double or triple space between lines, to permit legible interlineation. Never write single-spaced copy.
3. Write your name in the upper left-hand corner of the first page. Number each page after the first.
4. Leave a margin of at least an inch at the left. Leave about a third of the first page blank at the top for headlines. On succeeding pages leave an inch margin at the top to facilitate pasting together.
5. Write only on one side of the paper.
6. Never write crosswise in the margin. Marginal up-and-down writing makes hard work for the copy cutter, who divides the story into "takes" for the typesetting machines.
7. Indent deeply for paragraphs—at least an inch.
8. Never divide a word from one page to another. In general, avoid dividing words from line to line. Make your copy easy for the printer to follow.
9. Do not carry over the last few words of a paragraph to another page.
10. When your story is being edited page by page as you write it, make each page end with a complete paragraph.
11. Use special care in writing names and figures. Never correct them by superimposing the correct character on the incorrect one without erasure. Cross out and rewrite.
12. Do not fasten sheets of copy together.
13. Be particularly careful if obliged to write long-hand copy. Underscore *u* and overscore *n* when there is any chance of confusion. Likewise, underscore *a* and overscore *o*. Print proper names and unusual words. Ring each period or make a small cross to stand for it.
14. A circle drawn around an abbreviation indicates the word is to be spelled out in print. A circle around a spelled-out word indicates it is to be abbreviated. But do not use this device unless you are writing in long-hand and time presses. Do

not use it even then if the meaning of the abbreviation is not at once evident. *Co.* may be read either *company* or *county*. When not hurried, try to write your copy exactly as you think it should appear in print.

15. When there is any chance that a word intentionally misspelled, as in dialect, will be changed by the printer, write "Follow Copy" in the margin.

16. Do not write two stories on the same page, unless they are items to be run under the same head.

17. To elide a letter, cross it out unmistakably.

18. An oblique line drawn through a letter from left to right makes it a small (lower-case) letter. Do not obscure the letter—remember the printer must read it. Three lines under a letter or a word indicate that full capitals are desired. Two lines call for small capitals and one line for italics.

19. Use an "end-mark" to indicate your story is completed. A cross made of parallel lines or the number 30 in a circle may be used.

20. When there is time, read your story carefully before handing it to the city editor. Be constantly on guard against inaccuracy or libel. Call the attention of the city editor to any point in your story that appears doubtful or dangerous.

21. Remember that the printer is neither a mind-reader nor a handwriting expert. The names and facts with which the writer is familiar are to him only so many unrelated words to be put into type as he finds them. Every word, every letter, should therefore be plainly written. Every needed punctuation mark should be in place. The correction of errors in type is expensive and time-consuming. Save money and time for your office by care in writing and editing copy.

22. Again and always—WATCH NAMES. Verify every name of whose correctness you are not absolutely certain.

## STYLE

For convenience in reference, the rules under each head are numbered, and in some cases the same rule is given under more than one head. Rules pertaining only to news of the University of Missouri are given in a separate section at the end of this bulletin.

### WORDING THE STORY

1. Get the dictionary habit. Never use a word that you don't understand.

2. Don't write anything that will expose the paper to ridicule. For example: "No lights of any description are allowed. Even in the royal palace candles are used."—*London newspaper*.

3. It is rarely necessary to refer to reporters, singly or collectively.

4. Unless the time or the place happens to be the feature of the story, find some other way of beginning the first sentence. Don't write, for example, "At Broadway and Ninth street yesterday, a motor car . . ."

5. Don't begin a story with *at a meeting of* or *never in the history of*.

6. Usually a person merely *says* a thing. Avoid *asserts*, *states*, *declares*, unless you want to include the formality or insistence implied by those words. And remember that *admits* usually has a derogatory connotation.

7. Don't think it necessary to use stilted or affected language in mentioning death. Remember that the simplest words are the most solemn ones. Don't use *the deceased* in referring to a dead person, nor *remains* for *body*, nor *casket* for *coffin*, nor *interred* for *buried*, nor *obsequies* for *funeral*.

8. Write that a person died *of* typhoid fever, not *from* typhoid fever. Don't write *the* typhoid fever.

9. Avoid the obsequious, flattering attitude reflected in such expressions as *lady* for *woman*, *gentleman* for *man*, *banquet* for *dinner* or *luncheon*, *accepts a position* for *obtains work*, *prominent citizen*, *charming hostess*, *talented young lady*.

10. Don't assume too much, or too little, knowledge on the part of your readers. Write "at a meeting of the Commercial Club," rather than "*the* meeting" unless the meeting has been well advertised (But "*the* recent session of Congress"); "John Jones, a barber," rather than "John Jones, *the* barber" (But "Thomas A. Edison, *the* inventor").

11. Don't use technical terms that may not be readily understood by your readers.

12. Avoid legal terms. Don't write *asks judgment against said defendant* when you mean *sues*.

13. Use slang on rare occasions only. Then it must be appropriate, not only to the meaning, but to the tone of the story. In general, one will never make a mistake by avoiding a slang term in favor of its more conservative equivalent. If you do use slang or colloquial expressions, don't try to smooth it over by sprinkling in quotation marks.

14. Make sure pronouns agree with their antecedents in number. Don't write "The club is working on plans for *their* campaign."

15. Make sure verbs agree with their subjects in number. Don't write "The committee on speakers *are* arranging."

16. *Politics, ethics* and similar words take the singular verb.

17. Remember that *don't* is the contraction for *do not, doesn't* for *does not*. You wouldn't say "He *do not*."

18. Distinguish between *any one* (of a group) and the single word *anyone*; also between *every one* and *everyone*.

19. Use *it*, not *she*, for cities, states, nations, etc. *She* may be used for ships.

20. Avoid such expressions as *had his leg broken, had his pocket picked*. Sane persons don't *have* these things done to themselves.

21. If a building is *destroyed* by fire, it is unnecessary to say it was *completely destroyed*.

22. In giving lists of officers, put the name of the office before the name of the person. Punctuate as follows: President, John Smith; secretary, Horace Jones; treasurer, J. B. Brown; directors, W. H. West, J. T. North, A. A. Andrews,

S. S. Sampson. If the name of the person were placed first, the reader would have to read all the last four names before learning what office any of them held. An exception to this rule is in such a construction as: "The members of the committee are: J. J. Anderson, chairman; T. T. Thomas, G. G. George and Benjamin Harris."

23. Think twice before writing *very*. Long abuse has robbed it of force. *Exciting game* is preferable to *very exciting game*. In general avoid superlatives.

24. Don't use "bromides," such as *burly negro*, *crisp \$5 bill*, *beyond peradventure of a doubt*, *clutches of the law*, *grim reaper*, *neat sum*, *rash act*, etc.

25. Rarely is it necessary to mention a man's race in a news story. Don't write *Abraham Silver, a Jew*, or *Peter Dolato, an Italian*, unless the race is an essential part of the story.

26. Use dialect only when so instructed.

27. Avoid *foreigner*. It has an offensive connotation which may usually be avoided by using *alien*. But remember that citizens of the United States are Americans; regardless of where they or their parents were born. If it is an essential part of the story, use *of Italian birth*, or *of Italian descent*.

28. Never use an offensive racial designation.

29. Don't call a Chinese a *Chinaman*, or a Japanese a *Jap*, in headlines or in text.

30. Don't use *colored man* for *negro*. Instead of *negress* use *negro*, or, if necessary, *negro woman*.

31. Don't use *people* for *persons*. Write "the *people* of the United States," but "the *persons* who saw the accident."

32. Don't use foreign words or phrases when English will do as well. *A dollar a day* is better than *a dollar per diem*. Avoid mixing Latin and English, as in *per day*.

33. Write *Bolsheviki* (plural noun), *Bolshevist* (singular noun and adjective; preferable to *Bolshevik*), *Bolshevism* (not *Bolshevikism*). Capitalize the various forms of this word when it refers to an organized political party, but not otherwise. Thus: "The Bolshevist troops near Archangel."—"The spread of bolshevism throughout the world."—"The bolsheviki of the United States."

34. Don't use *very unique* or *most unique*. A thing either is unique or isn't.

35. Things *occur* or *happen* without being arranged in advance. An explosion *occurs*, or an accident *happens*, but a wedding does neither; it *takes place*.

36. Don't use *saloonest*, *burglarize*, *suicide* (as a verb), *enthuse* or *gents*.

37. Don't use *near-riot*, *near-panic*, etc.

38. Don't use *onto* or *alright*. The correct forms are *on to* and *all right*.

39. Use *suffragist*, not *suffragette*.

40. Usually *begin* is more appropriate than *commence* or *inaugurate*. *Commence* is more formal than *begin*, while *inaugurate* is properly applied only to matters of considerable importance.

41. Don't use *wireless* as a verb.

42. It's *parcel post*, not *parcels post*.

43. Never use *loan* as a verb. A *loan* is made when someone *lends* something.

44. Don't use *liable* when you mean *likely*. Every law-breaker is *liable* to arrest, but it depends upon circumstances whether he is *likely* to be arrested.

45. Don't use *majority* when *most* will do as well. Don't confuse *majority* with *plurality*; consult the dictionary.

46. Use *more than* rather than *over* in such an expression as "more than five hundred dollars."

47. Use *fewer than* for numbers and *less than* for quantity. "Fewer than 100 persons."—"Less than a bushel."

48. Don't use *groom* for *bridegroom*. But *bride and groom* is permissible.

49. Don't use *officer* for *patrolman* or *policeman*.

50. Don't use *past few days* for *last few days*.

51. Use *foregoing* instead of *above* as an adjective, as "the foregoing statement." But: "The statement given above is true."

52. Don't use *anticipate* when you mean *expect*. Consult the dictionary.

53. Don't use *party* for *person* except in quoting legal documents.

54. Don't use *divine* for *preacher* or *minister*.
55. Be natural. Write *half a mile*, rather than *one-half of a mile*.
56. Avoid *a number of*. Be specific if possible.
57. Say *a man named Smith* rather than *a man by the name of Smith*.
58. Say *former judge*, not *ex-judge*.
59. The building is the *capitol*; the city, the *capital*.
60. Use *tomorrow*, not *on tomorrow*.
61. Write *December 23*, not *December 23d*.
62. Say *40 years old*, not *aged 40 years*.
63. Say *illustrated with*, not *by*, stereopticon views.
64. Use *preventive*, not *preventative*.
65. *Graduate* is a transitive verb. A school *graduates* its pupils; they *are graduated*.
66. Distinguish between *during the week* (throughout the whole course of the week) and *in the week* (at some particular time in that period).
67. *O* is used with the vocative, without punctuation: "O most gracious king!" *Oh* is used for an exclamation, followed usually by a comma or an exclamation point: "Oh, I see what you mean."—"Oh, how fortunate!"—"Oh! Not another word!"
68. Distinguish between *consist in* and *consist of*. "Virtue consists in right living."—"The family consists of seven persons."
69. Things of the same general class are *compared with* each other to bring out their points of similarity and dissimilarity; one thing is *compared to* another of a different class, to bring out a real or fancied resemblance. "He compared the University of Missouri with that of Kansas."—"He compared the University to a tree of many branches."
70. *Upon* and *on*, in the sense of speaking on (or upon) a topic, doting on (or upon) a child, etc., have the same significance and may be used interchangeably, though *upon* is generally understood to be a bit more formal. Thus one would go *on* an errand; the President would deliver a message *upon* our foreign relations. But even in reference to the most solemn matters *on* may be used for the added vigor of the shorter form. No hard and fast distinction can be drawn.

71. To write "just has arrived," on the theory that the verb should never be split, is absurd. Be natural. "Has just arrived" is recognized by the best usage. Split infinitives, however, should be avoided. In eliminating the split infinitive, use the natural form: "Is expected to denounce the measure emphatically," rather than "Is expected emphatically to denounce," or "to denounce emphatically the measure."

72. In general, put the hour before the day. "At 5 o'clock yesterday afternoon."

73. Always make plain whether an hour is before or after noon. "At 5 o'clock" may be ambiguous. Say either "5 o'clock in the afternoon" or "5 o'clock in the morning." Use these forms rather than 5 a. m. and 5 p. m. except in railroad timetables and other statistical matter. In general, use *o'clock* after the hour, but when a number of hours are given avoid excessive repetition; thus: "From 3 to 5 o'clock and again from 7 to 9."

#### MEMORANDA

## CAPITALIZATION

Use capitals sparingly in cases not covered by the following rules. Give the lower-case the preference unless there is a strong reason for using the capital.

1. Capitalize titles preceding names, as Chief of Police Smith, Professor Jones, General Logan. But lower-case titles standing alone or following names, as the chief of police; Dr. A. Ross Hill, president of the University of Missouri; William Jones, professor of economics; *except* President and Vice-President referring to the President and the Vice-President of the United States, and the titles of the national Cabinet officers, as Secretary of War, which are always to be capitalized. *Presidency* and *presidential* are not capitalized. (See also "Titles.")

2. Do not capitalize *former* preceding a title, as former Senator Wilson. *Former* is preferred to *ex-*.

3. Lower-case *king* and all such words when not used with the name of a specific person, as the king of England. In general, all such foreign titles follow the rules for American titles.

4. Capitalize epithets affixed to proper names, as Alexander the Great.

5. Capitalize *Union, Nation, Republic, the States* when referring to the United States. But do not capitalize adjectives derived from such names, as national, etc. Do not capitalize *government*.

6. Do not capitalize *state* referring to one of those in the United States.

7. Capitalize *constitution* referring to that of the United States. But state constitution (lower-case).

8. Capitalize such terms as Stars and Stripes, Old Glory, Union Jack, Stars and Bars, etc.

9. Capitalize *League of Nations* and also *League* referring to the League of Nations.

10. Capitalize the names of national legislative bodies, as Congress, House of Representatives or House, Senate, Parlia-

ment, Reichstag, Chamber (France). Do not capitalize names of committees of these bodies.

11. Capitalize *state legislature* and synonymous terms (*legislature, assembly, general assembly*) only when the Missouri Legislature is meant. Capitalize *senate, house of representative* and *house* when referring to the houses of the Missouri Legislature.

12. Capitalize *city council* only when referring to the Columbia City Council; lower-case *council* used alone.

13. Capitalize the names of federal and state departments and bureaus, as Department of Agriculture, State Insurance Department, Bureau of Vital Statistics. But lower-case municipal departments, as fire department, water and light department, street department.

14. Capitalize *Federal Reserve Bank* and *Federal Reserve District* in referring to a specific bank or district; otherwise use lower-case. Capitalize *Federal Reserve Board*, but lower-case *federal reserve system*.

15. Capitalize specific names of courts of records, as Boone County Circuit Court, Kansas City Court of Appeals, Missouri Supreme Court. Capitalize *circuit court*, standing alone, only when the Boone County Circuit Court is meant. The same rule applies to *county court* and *probate court*. Do not capitalize *police court*.

16. Capitalize *county* only when used in a specific name, as Boone County, County Mayo.

17. Capitalize the *East, the West, the Middle West* and other terms used for definite regions of the United States, but do not capitalize *east, west, etc.*, when used merely to designate direction or point of compass, as "west of here." Do not capitalize *westerner, southerner, western states* and other such derivatives.

18. Capitalize sections of a state, as Northern Missouri, Central Missouri, etc., but not *the northern part of Missouri*, etc.

19. Capitalize the full names of associations, clubs, societies, companies, etc., as Missouri Equal Suffrage Association, Tuesday Club, Society for the Prevention of Cruelty to

Animals, Star Publishing Company. The preceding such a name is not to be capitalized. Do not capitalize *association, club, etc.*, when not attached to a specific name. When not using exact title of firm, write *the S. H. Jones shoe store*.

20. Capitalize *university, college, academy, etc.*, when part of a title, as University of Missouri, Central College, Missouri Military Academy. But do not capitalize when the plural is used, as the state universities of Missouri, Kansas and Ohio.

21. Capitalize *building, hall, house, hotel, theater, etc.*, when used with a distinguishing name, as Nowell Building, Parker House, Athens Hotel, Star Theater.

22. Capitalize *room, etc.*, when followed by a number or letter, as Room 31, Academic Hall; Parlor C, Grandview Hotel.

23. Do not capitalize *postoffice, courthouse, poorhouse, council chamber, city hall, armory, president's house, army, navy, marine corps, cadets, fraternity* (as Phi Delta Theta fraternity), *police court, women's parlors*.

24. Capitalize the names of all political parties, in this and other countries, as Democratic, Republican, Socialist, Liberal, Tory, Union, Bolshevik. But do not capitalize such words, or their derivatives, when used in a general sense, as republican form of government, democratic tendencies, socialistic views, bolshevist ideas.

25. Capitalize the names of expositions, congresses, conventions, etc., as Panama-Pacific Exposition, World's Press Congress, Journalism Week. But do not capitalize such words as *third annual, biennial, etc.*, in connection with these names.

26. Capitalize *Boy Scouts*. Make *Campfire* (referring to the girls' organization) one word, capitalized.

27. Capitalize *pole, island, isthmus, cape, ocean, bay, river, etc.*, and in general all such geographical terms when used in specific names, as North Pole, South Sea Islands, Cape Hatteras, Hudson Bay, Pacific Ocean, Mississippi River, Isthmus of Panama.

28. Capitalize, when used with a distinguishing name, *ward, precinct, square, garden, park, etc.*, as First Ward, Eighth Precinct, City Hall Square, Madison Square Garden, Forest Park.

29. Do not capitalize *street, avenue, boulevard, place, lane, terrace, way, road, highway, etc.*, as Ninth street, More's boule-

vard, Maryland place, Rosemary lane, Old Trails road, Ashland gravel road.

30. Do not capitalize *addition, depot, elevator, mine, station, stockyards*, etc., as Wabash freight depot, Yellow Dog mine, Clover Leaf station, Kansas City stockyards.

31. Capitalize the names of French streets and places, as Rue de la Paix, Place de la Concorde.

32. Capitalize *church* when used in a specific name, as Wilkes Boulevard Methodist Church, First Christian Church. But a Methodist church, a Christian church.

33. Capitalize the names of all religious denominations, as Baptist, Quaker, Mormon, Methodist.

34. Capitalize names for the Bible, as the Holy Scriptures, the Book of Books. But do not capitalize adjectives derived from such names, as biblical, scriptural.

35. Capitalize all names used for the Deity, including personal pronouns.

36. Capitalize the names of holidays, as Fourth of July, Dominion Day, Columbus Day, Washington's Birthday.

37. Capitalize the names of notable events and things, as the Declaration of Independence, the War of 1812, the Revolution, the Reformation, the Civil War, the Battle of the Marne.

38. Capitalize titles of specific treaties, laws, bills, etc., as Treaty of Ghent, Eleventh Amendment, Workmen's Compensation Act, Good Roads Bill. But when the reference is general use lower-case, as the good roads legislation of the last Congress.

39. Capitalize such names as Triple Alliance, Triple Entente, Quadruple Entente, Allies.

40. Capitalize the fanciful titles of cities and states, as the Mound City, the Buckeye State.

41. Capitalize the nicknames of baseball, football and other athletic teams, as Chicago Cubs, Boston Braves, Tigers, Jayhawkers.

42. Capitalize distinctive names of localities in cities, as West End, Nob Hill, Back Bay, Happy Hollow.

43. Capitalize names of military organizations, as Eighty-third Regiment, Company B (do not quote letter), Company F (but headquarters company), National Guard, Grand Army of

the Republic, Missouri State Militia, University Cadet Corps (but University cadets).

44. Capitalize the names of races and nationalities, except the negro, as Italian, American, Indian.

45. Capitalize college degrees, whether written in full or abbreviated, as Bachelor of Arts, Doctor of Laws, Bachelor of Science in Education; A.B., LL.D., B.S. in Ed. (When the year is given, use the form: A.B.'09—no comma between degree and year.)

46. Capitalize *high school* when used as in Moberly (Mo.) High School (but the high school at Moberly, Mo.)

47. Capitalize, but do not quote, the titles of newspapers and other periodicals, as the Evening Missourian, the New York World, the Outlook, the Saturday Evening Post. Do not capitalize *the*.

48. Capitalize and quote the titles of books, plays, poems, songs, speeches, etc., as "The Scarlet Letter," "Within the Law," "The Man With the Hoe," "The University and the State." *The* beginning a title must be capitalized and included in the quotation. All the principal words—that is, nouns, pronouns, verbs, adjectives, adverbs and interjections—are to be capitalized, no matter how short; thus: "The Man Who Would Be King." Other parts of speech—that is, prepositions, conjunctions and articles—are to be capitalized only when they contain four or more letters; thus: at, in, a, for, Between, Through, Into. The same rules apply to capitalization in headlines but not to scriptural texts or formal subjects for debate, in which only the first word is capitalized.

49. In titles of books, plays, etc., and in headlines capitalize prepositions that are attached to or compounded with verbs: "He Was Voted For by His Party."—"He Was Stared At by the Crowd."

50. Capitalize the first word after a colon in giving lists of officers; thus: "The following were elected: President, William Jones; vice-president, Frank Smith," etc. In general, however, the use of capital or small letter after the colon is dependent upon the sense. Use a capital when the passage after the colon would have an independent meaning. Use lower-case

when the passage is dependent upon the preceding clause. There is no hard and fast rule.

51. Capitalize adjectives derived from proper nouns, as English, Elizabethan, Germanic, Teutonic. But do not capitalize proper names and derivatives whose original significance has been obscured by long and common usage. Under this head fall such words as india rubber, street arab, pasteurize, macadam, axminster, gatling, paris green, plaster of paris, philippic, socratic, herculean, guillotine, utopia, bohemian, philistine, platonic.

52. Capitalize the particles in French names, as *le, la, de, du*, when used without a Christian name or title preceding, as Du Maurier. But lower-case when preceded by a name or title, as George du Maurier. The same rule applies to the German *von*: Field Marshal von Mackensen, but, without Christian name or title, Von Mackensen. Always capitalize *Van* in Dutch names unless personal preference dictates an exception, as Henry van Dyke.

53. Capitalize only the distinguishing words where two or more names are connected, as the Wabash and Missouri Pacific railroads. (In singular form, Wabash Railroad.)

54. Do not capitalize *senior, junior, sophomore, freshman*. And remember the adjective form of *freshman* is *freshman*, as the freshman football team, freshman girls (you wouldn't write *sophomores girls*).

55. Do not capitalize the seasons of the year unless they are personified.

56. Do not capitalize *a. m.* and *p. m.* except in headlines.

## MEMORANDA

## ABBREVIATION

1. Never use an abbreviation that would be unintelligible to the average reader. Common abbreviations that may be used when the context makes the meaning plain are Y.M.C.A., Y.W.C.A., W.C.T.U. But no abbreviation whose meaning is not clear at a glance is permitted either in text or headlines.

2. Abbreviate the names of states, territories and possessions of the United States, when used after the names of towns or cities, as follows:

Ala.	Me.	Pa.
Alaska	Mass.	P. I. (Philippine Islands)
Ariz.	Md.	P. R. (Porto Rico)
Ark.	Mich.	R. I.
Cal.	Minn.	S. C.
Colo.	Miss.	S. D.
Conn.	Mo.	Tenn.
D. C.	Mont.	Tex.
Del.	N. C.	T. H. (Territory of Hawaii)
Fla.	N. D.	Utah
Ga.	Neb.	Va.
Idaho	Nev.	Vt.
Ill.	N. H.	Wash.
Ind.	N. J.	Wis.
Ia.	N. M.	W. Va.
Kan.	N. Y.	Wyo.
Ky.	Ohio	
La.	Okla.	
	Ore.	

3. Spell out *United States* except in addresses, as Columbia, Mo., U. S. A., or in such connections as U.S.SS. Oregon, Lieut. James Smith, U.S.A., Capt. William Jones, U.S.N. Abbreviation in headlines to save space is permitted.

4. Do not abbreviate the names of states when not following names of cities, even in headlines. Note the following style: In Missouri. At Neosho, Mo. At Neosho, Newton County, Mo. In Newton County, Missouri.

5. Abbreviate *Saint* or *Saints* in proper names, as St. Louis, St. Paul, SS. Peter and Paul's Church, Sault Ste. Marie.

6. Spell out *Fort* and *Mount* in proper names, as Fort Worth, Fort Scott, Fort Leavenworth, Mount Vernon, Mount Olympus.

7. Do not abbreviate the names of cities, as St. Joe for St. Joseph, Frisco for San Francisco.

8. When used before the full name (as William Smith or W. K. Smith), abbreviate *Doctor*, *Professor* and *the Reverend* to *Dr.*, *Prof.* and *the Rev.* Spell out the titles when used before the surname only, as Doctor Brown, Professor Jones, the Reverend Mr. White. (See also "Titles.")

9. Abbreviate military titles when used before a full name only, as Brig.-Gen. J. B. Jones, Brigadier-General Jones. Use these abbreviations: *Gen.*, *Lieut.-Gen.*, *Maj.-Gen.*, *Brig.-Gen.*, *Col.*, *Maj.*, *Capt.*, *Lieut.*, *Sergt.*, *Corp.* Do not abbreviate *private*.

10. When used before the full name, abbreviate naval titles that have commonly understood abbreviations, such as *lieutenant* and *captain*; spell out when used with last name only. Always spell out naval titles that have no commonly understood abbreviations, such as *admiral*, *ensign*, *boatswain*.

11. Spell out *governor*, *senator*, *representative*, *superintendent*, *principal*, *president*. *Governor*, but not the others, may be abbreviated in headlines when used before a name, as Gov. Gardner.

12. Abbreviate *Sr.* and *Jr.* after names. Put commas on each side; thus: "John Jones, Jr., also spoke."

13. Abbreviate degrees used after a name, as A.B., A.M., Ph.D., LL.D., D.D., etc.

14. Use *ampersand* (&) in the titles of firms and corporations, including railroads, as Smith & Jones Company; Chicago, Milwaukee & St. Paul Railroad; American Steel & Wire Company.

15. Use *Co.* only after &, as Brown & Co. Otherwise spell out, as the Brown Company.

16. Spell out *Brothers*, as Harper Brothers.

17. Spell out *railway* and *railroad*.

18. Abbreviate the names of political parties when used as follows in giving election returns: For senator: Smith (Rep.), 4,777; Wilkes (Dem.), 3,592. Otherwise spell out.

19. Abbreviate and capitalize *number* when followed by numerals, as No. 10.

20. *Class of '04* may be used for *Class of 1904*.

21. Spell out the names of the months, except in datelines, and always spell out the names of the days. Write August 25, not August 25th. If the figures precede the name of the month or stand without the name (as in the monthly weather summary), observe the forms: the 25th of August, on the 25th, Monday the 25th, etc. Write 2d, 3d, not 2nd, 3rd. In datelines use these forms: Jan., Feb., March, April, May, June, July, Aug., Sept., Oct., Nov., Dec.

22. Never, except for special reason, abbreviate proper names, as Geo., Jno., etc. But *Tom* is not to be made *Thomas*; *Dan*, *Daniel*, etc., when the shorter forms are real names, as is often the case. Distinguish such *diminutives*, which take no periods, from *abbreviations*, such as Geo. and Jno., which require periods. (See also "Titles.")

23. Spell out *per cent*; use figures before it and no period after it: "A gain of 10 per cent was made." *Percentage* is one word.

24. Do not abbreviate *street*, *avenue* or *boulevard*, as 10 North Tenth street, Hicks avenue, More's boulevard. Spell out and capitalize *east*, *north*, *west*, *south*, when used with the name of a street, as West Forty-fifth street.

25. Never use *Xmas* for *Christmas*. Try to keep it out of advertising also.

## MEMORANDA

## FIGURES

1. In general (note exceptions below), definite numbers up to 100 are to be spelled out in news; use figures for 100 and above. Thus: "The petition was signed by seventy-five persons."—"The petition was signed by 100 persons."

2. Where a number smaller than 100 occurs in the same sentence and connection with one of 100 or more, put both in figures. Thus: "Deaths for the week numbered 75, as against 105 the preceding week."

3. Spell out numbered streets up to 100, as North Ninth street, Eighty-first street, East 107th street.

4. Spell out numbers of military organizations up to 100, as Fifteenth Infantry, Seventy-ninth Division, 446th Field Artillery.

5. Hyphenate *thirty-two*, *one-fourth*, etc., but not *three hundred* and similar forms.

6. Spell out all numbers, no matter how high, beginning a sentence in ordinary reading matter. Thus: "Three hundred and twenty-seven were killed."—"Ten-year-old John was there." If spelling out a long number would make the sentence cumbersome, recast the sentence.

7. Numbers of more than three figures are pointed off with commas, as 1,426 men, \$3,456,749.78. Exceptions are years, street numbers, license numbers, etc., as 1918, 1004 Delmar avenue, City Ordinance 4555.

8. Spell out such round numbers as three or four hundred, nearly a thousand, half a million. But use figures unless the number is plainly indefinite.

9. Use figures for sums of money, as \$5, \$1.87, unless the sum is obviously indefinite, as about a hundred dollars, millions of dollars. Do not use needless ciphers, as in \$5.00. Write it \$5.

10. When the sum is in cents, use figures, with *cents* spelled out, as 10 cents, 5 cents. Do not use *penny* for *cent*.

11. Dimensions are in figures only when two or more are

given. Thus: A tower fifty feet high, a street ten blocks long; but a lot 70 by 100 feet. Write *by*, not *x*. Where a number of single dimensions are given in describing one object, figures should be used, as, in the description of battleship armament: Four 12-inch guns, six 8-inch guns, four 6-pounders, 12-inch plate.

12. Do not let one number written in figures follow another with only a comma between, if there is any possibility of confusion. Recast the sentence if necessary to avoid such a construction as this: "Of the 324, 168 have already been obtained." The space following the comma is not always a sufficient safeguard.

13. Spell out references to particular decades, as the nineties (no apostrophe). But a '49-er.

14. Spell out numbers of centuries, sessions of Congress, political divisions and all similar terms which are less than 100, as twentieth century (lower-case), Fifty-fourth Congress, First Ward, Second Congressional District.

15. Use figures in matter of a statistical or tabular nature.

16. Use figures for ages, as 71 years old. This form is preferred to "aged 71 years." Hyphenate the compound adjective form, as a 3-year-old girl.

17. Use figures in giving time, as 10 o'clock, 10 a. m. Use the colon between hour and minutes, as 7:30. Never use ciphers as in 7:00.

18. Use figures for *per cents*, as 10 per cent. Make *per cent* two words; no period after it. Write one-half of 1 per cent, but 6½ per cent. *Percentage* is one word.

19. Use figures for street numbers, as 10 West Broadway, 104 North Ninth street. *A* is added to a street number without a space, as 10A West Broadway.

20. Use figures for dates, as January 14, and spell out the names of the months except in datelines. Write January 14, not January 14th. (See also "Abbreviation.")

21. Use figures for degrees of temperature, except in cases typified by the following example: "The thermometer stood at 40, a drop of four degrees."

22. Use figures for calibers, as a revolver of .22 caliber.
23. Use figures for betting odds, as 10 to 7, 2 to 1.
24. Use figures for votes, as Williams, 34; Jones, 17.
25. Use figures for athletic records and scores, as a pole-vault of 10 feet 2 inches (no comma after feet); Missouri 3, Kansas 0.

### MEMORANDA

## TITLES

1. Never use *Mr.* when the Christian name or initials are given. This rule applies to society news as well as general news. An exception is *Mr. and Mrs. James Smith*, which is preferred to *James Smith and wife*.

2. *Mr.* may or may not be used when only the surname is given. Newspaper usage varies as widely in this respect as in any other, some papers using the title indiscriminately and others barring it altogether. No rule to cover all cases can be given here; the writer must be guided by his feeling of appropriateness in each case. To use extreme examples, one would naturally give the title to a man of distinction, as Mr. Taft, but not to the man on trial for beating his wife. However, it must not be understood that the omission of "mister" necessarily implies lack of respect, for the title is often omitted in naming men in public life. We speak of Washington and Lincoln more naturally than of Mr. Washington and Mr. Lincoln.

3. Use *Mrs.* before the name of a married woman; *Miss* before that of an unmarried woman. The plural *Misses* may be used, but not *Mesdames*. Repeat *Mrs.* if necessary.

4. Do not use *Esq.* after a man's name.

5. Do not use *Honorable* as a title, unless it is a title bestowed by Great Britain.

6. When used before the full name (as William Smith or W. K. Smith) titles are generally abbreviated; they are spelled out when used before the surname only. This applies only to titles that have well-recognized abbreviations. Among the titles that are not to be abbreviated are *governor*, *senator*, *representative*, *superintendent*, *principal* and *president*, although *governor* may be abbreviated in headlines when used with a name. (See "Abbreviation.")

7. *Reverend* as a title should always be preceded by *the*, as the Rev. William Brown, the Reverend Mr. Brown, the Reverend Doctor Brown (if he has a doctor's degree). Abbreviate

before the full name; spell out and use *Mr.* (or *Doctor*) before the surname only. Usually, however, after the full form has once been used in the story, it is sufficient to say Mr. Brown or Doctor Brown.

8. Use *Father* or *the Reverend Father* as the title of Catholic priests. Do not abbreviate *Father*.

9. Do not use *Master* in referring to a boy.

10. Don't use an unwieldy title preceding a name, as Keeper of the Grand Seal John Smith. Make it John Smith, keeper of the grand seal.

11. Write Secretary Baker of the War Department, or Newton D. Baker, Secretary of War; but not Secretary of War Baker. *Secretary Baker* is sufficient after the first reference.

12. Don't use a man's business or trade as a title, as Grocer Smith, Carpenter Jones.

13. Do not write Dr. James Smith, D.D. The *Dr.* is sufficient.

14. Do not use periods after diminutives of Christian names, as Tom, Dan, Ben, Joe, Sam, etc., and do not quote. (See "Abbreviation.") Nicknames such as "Fatty," "Cap," etc., are to be used sparingly. Avoid them unless the story is obviously such as to warrant their use, or unless they are needed to identify the persons named. In connection with names follow this style: J. P. ("Puny") Bluck. Greater license is allowed in sport reports, but even there the use of nicknames must not be carried to an extreme. Under no circumstances may an offensive nickname be used.

## MEMORANDA

## QUOTATION

1. Be sure to end quoted matter with quotation marks. Where a quotation is broken into paragraphs, put quotation marks at the beginning of each paragraph and the end of the last paragraph.

2. Quote interviews and dialogues, except when the name of the speaker is given first, as in a symposium, or the words *Question* and *Answer* (or *Q.* and *A.*) are used, as in reports of testimony. Use em dashes, as below:

Mayor J. M. Batterton—I believe the ordinance should be revised.

William Jones—I am not in favor of revision at this time.

Q.—Did you see the defendant in the room?

A.—I did.

3. Do not quote extracts that are indented or set in smaller type than the context.

4. In quoting verse, unless the quoted matter is set in smaller type than the context, put quotation marks at the beginning of each stanza and at the end of the last stanza. If the quotation is less than a stanza, place quotation marks at the beginning and the end of the quoted matter.

5. Use single marks to inclose a quotation within a quotation. Use double marks for a third quotation, single for a fourth and so on.

6. In editing clipped matter, the whole of which is to be quoted, do not fail to change double quotation marks in the body of the clipping to single, and single to double. Do not fail to put quotation marks at the beginning of each paragraph, especially if you mark new paragraphs, and at the end of the clipping.

7. Don't expect a free use of quotation marks to justify slang and other faulty diction. If you hesitate to use a word without quoting it, the chances are that you had better not use it at all.

8. Quote the full titles of plays, paintings, statuary, operas, songs, lectures, sermons, toasts, mottoes, articles in newspapers,

etc. Be sure to include *the* in the quotation if it is part of the title, as "The Star-Spangled Banner."

9. Quote the full titles of books, except such books as the Bible, the Koran, the Iliad, the Aeneid, dictionaries, encyclopedias, etc.

10. Do not quote the names of characters in books or plays, as Barbara in Locke's "Jaffery," Shylock in "The Merchant of Venice."

11. Do not quote the names of newspapers and periodicals, as the New York Times, the Independent, the Bookman, the Evening Missourian (lower-case *the*).

12. Quote words or letters used as in the following sentences: The adjective "beautiful" is out of place here. Judgment should be spelled without the "e." Do not quote such words or letters if they are set in italics. Neither quotation marks nor italics are needed in lists or tables.

13. Quote words and phrases used ironically or in some other than the true significance. Thus: His "mansion," I found, was a three-room cottage.

14. Do not quote dries or wets, referring to prohibitionists or antiprohibitionists.

15. Do not quote diminutives, such as Tom, Dick, Bill, etc. (See "Abbreviation" and "Titles.")

16. Do not quote the names of balloons, sleeping cars, vessels, horses, dogs, cattle.

(For the placing of quotation marks with reference to other marks of punctuation, see "Quotation Marks," under "Punctuation.")

## MEMORANDA

## COMPOUNDS

It is impossible to set down rules that will determine in all cases whether a given pair of closely related words shall be written as separate words without the hyphen, as a compound word with the hyphen or as a continuous compound. Newspapers differ radically. You may find *pay roll* in one paper, *pay-roll* in another and *payroll* in a third. The style adopted for the School of Journalism in this particular case is *payroll*, as it is, in other cases, *courthouse*, *notebook*, *baseball*, *bedroom*, *bookcase*, *schoolroom*, *workshop*, *headquarters*, on the general principle that these brief words, closely joined as they are in thought and speech, should be joined in writing when there is no danger of misunderstanding. But this is not to be read as an ironclad rule; like most of the rules that may be given for compounding, it is open to frequent exceptions. When in doubt, it is better not to compound. Consult Webster's New International Dictionary as authority in cases not covered here.

1. Write *today*, *tonight* and *tomorrow* without the hyphen. Make *cannot* one word.

2. Two or more words combined into one adjective preceding a noun should be hyphenated, as *near-by building*, *never-to-be-forgotten event*, *well-known man*, *first-class investment*, *English-speaking people*, *up-to-date styles*, *4-year-old boy*, *house-to-house canvass*. But do not hyphenate such combinations when they follow the noun, as *a building near by*, *an event never to be forgotten*, *a man well known in the city*, *a canvass from house to house*, *a boy 4 years old*. Do not hyphenate proper names, as in *Old English spelling*, *Civil War days*.

3. Do not hyphenate an adverb ending in *ly* and a participle, as *freshly painted house*.

4. The use of a modifying term sometimes separates the elements of a compound word. To indicate that a shoemaker makes wooden shoes you would call him a *wooden-shoe maker*, not a *wooden shoemaker*. The latter would be absurd. Look well to the sense of what you write, as one of the best guides in compounding.

5. Such prefixes as *demi*, *semi*, *bi*, *tri*, *co*, *pre*, *re*, *sub*, *super*, *inter*, *intra*, *ante*, *anti* and *post* are usually joined to a

word without the hyphen, unless (1) the prefix ends in a vowel and is followed by the same vowel, unless (2) the prefix is followed by a proper name or unless (3) the hyphen is needed to distinguish the word from another of different meaning. Examples, showing exceptions numbered as above:

Without hyphen.	With hyphen.
demigod	
semiannual	semi-indurated (1)
biennial	
tripartite	
correspondent	co-respondent (3)
coeducational	co-operate (1)
prerequisite	pre-empt (1)
	pre-Raphaelite (2)
reform	re-form—to form again (3)
readjust	re-echo (1)
recover	re-cover—to cover again (3)
subcommittee	
superfine	
intercollegiate	
intramural	intra-atomic (1)
antechamber	ante-Christian (2)
antitrust	anti-imperialist (1)
antiseptic	anti-Gallic (2)
postgraduate	post-Darwinian (2)

Some further exceptions, based on common usage, are ante-bellum, post-revolutionary, co-worker, inter-university and any long or unusual combinations in which the hyphen is needed to make the meaning plain.

6. In general, make *houses* and *rooms* one word where the prefix is only one syllable, as courthouse, courtroom, bedroom. Exceptions should be made in such cases as these: Circuit Court room, Commercial Club room, frame house, brick house, town house, White House, hall room. Where the prefix is more than one syllable, make two words, as dining room, apartment house, power house. The same general rule applies to combinations ending in *bird*, *boat* (except ferryboat: one word), *book*, *case*, *fish* (except cuttlefish: one word), *load*, *ship* (except battleship: one word), *shop*, *track*, *yard* (except back yard,

front yard), etc. Examples: jaybird, mocking bird; rowboat, motor boat; textbook, reference book; bookcase, packing case; catfish; carload, wagon load; warship, training ship; workshop, jobbing shop; racetrack, running track; shipyard, navy yard.

7. Compounds of *eye* are written without the hyphen, as eyewitness, eyeball, eyelash.

8. *Fold* is joined without the hyphen to a word containing only one syllable, as threefold, tenfold. Hyphenate when the word contains more than one syllable, as a hundred-fold, thirty-fold.

9. Hyphenate such combinations as vice-president, vice-consul, governor-general, surgeon-general, lieutenant-general, brigadier-general, postmaster-general, attorney-general, commander-in-chief, lieutenant-colonel, sergeant-major, sergeant-at-arms, etc., but do not hyphenate prosecuting attorney, first lieutenant, second lieutenant, deputy chief, first deputy, etc. Capitalize the principal elements of all such titles when preceding the name, whether or not the hyphen is used, as Vice-Consul Smith, Brigadier-General Henry, Sergeant-at-Arms White, First Lieutenant Jones. Capitalize the same way in headlines.

10. Hyphenate nouns that express a double occupation, as poet-artist.

11. Compounds of *half* and *quarter* are usually hyphenated, as half-dollar (but half a dollar), half-past, quarter-mile (but quartermaster).

12. Hyphenate compounds of numbers, as thirty-two, forty-four (but one hundred and one).

13. Hyphenate fractions, as one-fourth, three-sevenths.

14. *Great* indicating degrees of kinship takes the hyphen, as great-grandfather, great-great-grandfather. No hyphen in grandfather.

15. Words formed with the suffix *wide* usually take the hyphen, as state-wide, city-wide.

16. In general, nouns such as toss-up, line-up, kick-off, strike-out are written with the hyphen (but walkout, lockout, tryout, workout). As verbs they are two words, as toss up, strike out, work out.

17. Hyphenate such nouns as passer-by, runner-up.

18. Observe the following forms: schoolmaster, schoolma'am (no hyphen), schoolroom, schoolhouse, schoolboy, schoolgirl; school board, school children, high school, ward school, common school; school-teacher, school-teaching. Young school-teacher, but high-school teacher, ward-school teacher, public-school teacher, etc.

19. *Ex* preceding a title takes the hyphen, as ex-President Taft. But former President Taft is the preferred form. Do not capitalize *ex* or *former*.

20. *Elect* is joined to a title with the hyphen, as Governor-elect Smith. Do not capitalize *elect*.

21. *Upperclassmen* and *underclassmen* are written without the hyphen.

22. Write *basketball* without the hyphen, to make it analogous to *baseball* and *football*.

23. *AI* should be printed as one word, without hyphen or space.

## MISCELLANEOUS PREFERENCES

The following lists contain both words covered by the foregoing sections and others for which no attempt has been made to formulate rules.

### Continuous Compounds

airship  
anteroom  
armchair  
backache  
background  
bankbook  
bartender  
baseball  
bathtub  
bedclothes  
bedfellow  
beforehand  
birthday  
birthmark  
birthplace  
blackmail  
bloodhound  
bloodthirsty  
bookcase  
bookkeeping  
bookworm

breastworks  
bricklayer  
broadcloth  
buckshot  
bulldog  
bullfight  
buttermilk  
bystander  
candlestick  
cannot  
cardboard  
caretaker  
carload  
catchpenny  
catchword  
cesspool  
childbirth  
churchgoer  
clockwork  
cloudburst  
commonplace

cottonseed  
countryside  
courthouse  
crowbar  
cutworm  
daredevil  
daytime  
deadfall  
deathlike  
doorway  
downstate  
downtown  
downtrodden  
drawbridge  
dreamland  
dressmaker  
driveway  
drumstick  
dugout  
dyestuff  
earmark

earring	housetop	outdoor
facsimile	iceberg	painstaking
fatherland	inborn	pancake
figurehead	indoor	password
firearms	inkstand	payroll
fireplace	interscholastic	peacemaker
fireproof	ironclad	piecework
flagpole	keepsake	playbill
flagship	keyboard	playground
foodstuff	kindergarten	polecat
football	kneecap	postoffice
foothill	lacrosse (game)	praiseworthy
foothold	ladybird	proofreader
footnote	landlady	quicklime
footprint	landlubber	railroad
forefather	landscape	railway
foresight	lawbreaker	rainstorm
forthcoming	lawmaker	redskin
fretwork	lawsuit	ringleader
gadfly	lifelong	roadside
gamekeeper	lifetime	rosebud
gatekeeper	limestone	roughshod
gentlefolk	lockjaw	rowboat
gingerbread	lukewarm	runabout
glassware	madcap	safeguard
Godspeed	mainland	salesgirl
goldenrod	manhole	sandpaper
goldsmith	manslaughter	saucepan
goodby	mantelpiece	sawmill
grapefruit	masterpiece	scapegoat
groundwork	meantime	schoolroom
guesswork	meanwhile	seacoast
gunpowder	merrymaker	setback
hailstone	midday	sheepskin
hailstorm	midsummer	shirtwaist
hairbrush	midway	shoemaker
hairpin	midwinter	shoplifter
handbill	moonlight	shorthand
handbook	muskmelon	sidewalk
handwriting	nearsighted	sightseer
haphazard	neckwear	silverware
hardware	needlework	skyscraper
hatband	newcomer	smallpox
headache	newfangled	snowball
headquarters	newspaper	southeast
heartbroken	nightshirt	speedway
heirloom	nighttime	sportsmanlike
helpmeet	northeast	springtime
hidebound	notebook	standpoint
homesick	nowadays	statecraft
honeymoon	oatmeal	stoneware
horseback	offhand	stronghold
horsepower	offset	sunbeam
horsewhip	offspring	sunbonnet
hothouse	oftentimes	sweepstakes
housebreaker	oilcloth	switchboard

taxpayer  
teacup  
teammate  
teaspoonful  
textbook  
theatergoer  
thoroughgoing  
thunderstorm  
tiptoe  
tollgate  
tombstone

toothpick  
touchdown  
townsfolk  
townspeople  
typewriter  
undergraduate  
upstate  
uptown  
viewpoint  
waistcoat

warlike  
watchmaker  
watermelon  
waterworks  
wheelbarrow  
wildcat  
windmill  
workaday  
workman  
workshop

### Hyphenated Compounds

aid-de-camp  
Argus-like  
bas-relief  
bird's-eye  
blood-feud  
brand-new  
bull's-eye  
business-like  
by-law  
by-product  
child-study  
city-wide  
co-respondent  
court-martial  
cross-reference  
cross-section  
editor-in-chief  
English-speaking  
ex-governor  
extra-curriculum  
father-in-law  
father-love  
fellow-servant  
fleur-de-lis  
folk-lore  
'49-er  
fountain-head

governor-elect  
great-aunt  
great-grandfather  
half-dollar  
half-truth  
hero-worship  
hundred-fold  
ill-kept house  
jiu-jitsu  
leg-o'-mutton  
line-up (noun)  
man-of-war  
master-stroke  
mind-reader  
mother-in-law  
mother-love  
nation-wide  
nature-study  
non-Catholic  
office-holder  
one-horse plow  
pan-hellenic  
pan-Germanism  
passer-by  
policy-holder  
quarter-mile  
school-teacher

self-evident  
self-respect  
6-year-old girl  
so-called  
son-in-law  
state-wide  
stop-over  
subject-matter  
tam-o'-shanter  
tete-a-tete  
trans-Missouri  
trans-Pacific (but  
transatlantic)  
two-thirds  
ultra-conservative  
ultra-intellectual  
vice-president  
week-end  
well-being  
well-nigh  
well-known man  
well-wisher  
woman-like  
world-importance  
world-power  
world-weary  
X-ray

### Separate Words

apartment house  
back yard  
ball player  
birth rate  
bucket shop  
business man  
buzz saw  
camp meeting  
common sense  
copy reader  
day laborer

death rate  
dining room  
district attorney  
electric car  
feast day  
front yard  
high school  
La Follette  
lamb's wool  
mass meeting  
navy yard

newspaper man  
one's self  
property owner  
pro rata  
prosecuting attorney  
roll call  
saloon keeper  
station master  
street car  
Sunday school

### Sport Terms

*Baseball*—first base, second base, third base, shortstop; right field, left field, center field, outfield, infield; first baseman, second baseman, etc.; right fielder, etc., outfielder, infielder; two-base hit, three-base hit, sacrifice hit, home run; pinch-hitter; hit-and-run play. The score was 4 to 1. Defeated by a 4-to-1 score.

*Football*—left end, right end; left tackle, right tackle; left guard, right guard; center; left halfback, right halfback, fullback, quarterback (one word); touchdown, field goal; head linesman.

*Basketball*—left forward, right forward; left guard, right guard; center.

*Track*—100-yard dash, 220-yard dash, 440-yard dash, or quarter-mile dash, 880-yard run or half-mile run, mile run, two-mile run, 120-yard high hurdles, 220-yard low hurdles, high jump, broad jump, discus-throw, shot-put, pole-vault.

*Prize Fighting*—lightweight, feather-weight, welter-weight, middle-weight, bantam-weight, heavy-weight.

### MEMORANDA

## SPELLING

In cases not covered by this deskbook, consult Webster's New International Dictionary. If more than one spelling is recognized by the dictionary as being in good use, give preference to the shorter and simpler, or, if there is no choice in this regard, give preference to the form given first in the dictionary.

The newspaper tendency toward the shorter and simpler of disputed forms has asserted itself in the application of simplified spelling to a few words by a growing number of newspapers. Most important of these words are the twelve adopted by the National Educational Association: *tho*, *altho*, *thoro*, *thorofare*, *thru*, *thruout*, *program*, *catalog*, *decalog*, *prolog*, *pedagog*, *demagog*. These forms have also been adopted by the University of Missouri for use in its official publications.

Most newspapers, however, use the longer forms of most of these words. The School of Journalism, in accordance with the rules given in the first paragraph of this section, uses the simplified forms for only *program* and *catalog*, writing the other words thus: *though*, *although*, *thorough*, *thoroughfare*, *through*, *throughout*, *decatalogue*, *prologue*, *pedagogue*, *demagogue*.

1. With words of more than one syllable, a final consonant preceded by a vowel is usually not doubled on adding a suffix, except when the final syllable is accented, as *traveler*, *traveling*, *kidnaped*, *marvelous*, *jewelry*, *jeweler*, *benefited*; but *hotter* (from *hot*: one syllable), *planned* (from *plan*: one syllable), *beginning* (from *begin*: accent on final syllable), *abettor* (from *abet*: accent on final syllable).

2. Spell *toward*, *backward*, *forward*, *afterward*, *upward*, *homeward* and similar words without final *s*.

3. Use *among* instead of *amongst*; *while* instead of *whilst*.

4. Use *indorse*, *inclose* and *inquire* rather than *endorse*, *enclose*, *enquire*. But *enforce*.

5. *Besides* is the adverb; *beside*, the preposition.

6. Use the *er* form of ending in *theater*, *caliber*, *center*, etc. But *euchre*.

7. Use *or*, not *our*, in *favor*, *color*, *rumor*, *demeanor*, *labor*, *vigor*, *fervor*, etc.

8. Write *insanitary*, not *unsanitary*.

9. Omit final *e* from *antitoxin*, *glycerin*, *gelatin*, *paraffin*, etc. But *quinine*.

10. Spell *whisky* without the *e*.
11. Write *practice*, not *practise*.
12. Write *defense*, *offense*, *pretense*.
13. The plural of *money* is *moneys*.
14. *Judgment*, *acknowledgment*, *lodgment*.
15. *Skillful*, *willful*.
16. Use *Serbia*, *Serbian*, instead of *Servia*, *Servian*.
17. Use no space after *Mc*, as *McDonnell*, *McLeod*, etc.
18. Write *airplane*, *airdrome*; not *aeroplane*, *aerodrome*.
19. Write *Bolsheviki* (plural noun), *Bolshevist* (singular noun and adjective; preferable to *Bolshevik*), *Bolshevism* (not *Bolshevikism*). (See "Capitalization," Rule 24.)

### MISCELLANEOUS

The following list contains both words of disputed spelling (as *criticise*) and words on which the authorities agree, but which are frequently misspelled (as *consensus*). Students will be expected to observe this style:

abettor	antitoxin	bogey (in golf)
accessory	appall	boll weevil
accommodate	apparatus	bookkeeper
accumulate	apparel	Boonville (Mo.)
adviser	appareled	Bosporus
advisory	apropos	boulder
Aegean	archeology	bouquet
aeronautics	ascendant	brassie
aid-de-camp	ascendency	bric-a-brac
airplane	asparagus	Budapest
airdrome	auxiliary	Buenos Aires
Alleghany (mountains)	ax	burned
Allegheny (river)	balloon	bus (omnibus)
all right	banana	busses (plural)
Alsace-Lorraine	baptize	calcimine
aluminum	baritone	cancel
alumna	baseball	canceled
(feminine singular)	basketball	cannot
alumnae	battalion	cantaloupe
(feminine plural)	bazar	canvas (cloth)
alumni	benefited	canvass (for votes)
(masculine plural)	benefiting	canyon
alumnus	biased	carburetor
(masculine singular)	biplane	carcass
ambassador	blond (adj.)	Carrollton (Mo.)
anemia	blonde (noun)	Caruthersville (Mo.)
anesthetic	bluing	catalog

catarrh	embarrass	idiosyncrasy
catechise	employe	impanel
cauliflower	encyclopedia	impaneled
centimeter	enforce	imperiled
chaperon	enroll	impostor
charivari	enrollment	inasmuch
chauffeur	envelop (verb)	inclose
check (for cheque)	envelope (noun)	indict
chiffonier	Eskimo	indispensable
Chile	Eskimos	indorse
chock-full	exhibitor	initiate
cigarette	farther (distance)	innocuous
Cincinnati	feaze	innoculate
cleek (in golf)	fiance (man)	insanitary
clew	fiancee (woman)	install
collectible	fiery	installment
combated	Filipino	instill
connoisseur	fleur-de-lis	intrench
conscience' sake	flier	intrust
consensus	football	I O U (no periods)
courthouse	franc-tireur	its (possessive of it)
cozy	fulfill	it's (it is)
crappie	further (in addition)	jailer
criticise	fusillade	jeweler
Dardanelles	Gallipoli	jewelry
data (plural)	gantlet (to run the)	jimson weed
decatalogue	garage	jingo
deciduous	gaseous	jingoos
defense	gasoline	jiu-jitsu
demagogue	gauge	Johns Hopkins
demagogy	gauntlet (glove)	(university)
develop	gayety	judgment
development	gayly	kafir (not kafir corn)
dilettante	glycerin	karat
diphtheria	goodby	kerosene
dirigible	gossiped	Khartum
discipline	gossiper	kidnaped
dishabille	graveled	kidnaper
disheveled	gray	kimono
disk	grewsome	Koran
dispatch	guarantee (verb)	Korea
distill	guaranty (noun)	labeled
downstairs	guerilla	laboratory
downtown	gypsy	laundered
draft	Haiti	leggings
draftsman	Haitian	lese majesty
drier	Hallowe'en	libelous
driest	harass	license
drought	hark	lilies
dryly	Hawaii	lily
dueling	Hawaiian	line up (verb)
duelist	hemorrhage	line-up (noun)
dullness	hindrance	linotype
dyeing (coloring)	Hindu	loath (reluctant)
dying (expiring)	horsepower	loathe (to detest)
Edinburgh	hypocrisy	lose (to suffer loss)
elemosynary	icing	luscious

mamma	plow	souvenir
manageable	portiere	stanch
maneuver	Porto Rican	stationary (fixed)
mantel (shelf)	Porto Rico	stationery
mantle (covering)	Portuguese	(paper, etc.)
Marseillaise	postoffice	statue (image)
marshal (officer)	practice	stature (height)
Marshall (Mo.)	precede	statute (law)
marveled	prerogative	stayed (past tense of stay)
marvelous	privilege	stereopticon
meager	procedure	strait-laced
medieval	program	subpoena
midweek	prologue	Sudan
milk cow	prophecy (noun)	supersede
misspell	prophesy (verb)	synonym
mitrailleuse	putt (in golf)	taboo
Mohammed	pygmy	theater
mold	quarreled	thrash (to whip)
moneys	quartet	thresh (grain)
moratorium	quintet	Tibet
mortgagor	racket (for racquet)	till
mussel (shellfish)	rarefy	Tokio
mustache	receive	Tolstoy
newspaper man	reconnaissance	traveled
nickel	reconnoiter	traveler
nitroglycerin	reinforce	trolley
noticeable	renaissance	twelfth
nowadays	repertoire	tying
nuisance	restaurateur	typify
occasionally	reverie	until
occur	rhythm	vaccinate
occurrence	ruble	vaccine
oculist	Rumania	vacuum
offense	sacrilegious	vender
one's self (not oneself)	St. Louis	veranda
opportunity	salable	vermilion
pageant	sauerkraut	villain
paraffin	secede	vitreous
parallel	separate	vodka
parquet	Serbia	weasel
partisan	sextet	weird
payroll	Shakespeare	Welsh (pertaining to Wales)
pedagogue	Shakespearean	whir
pedagogy	shoeing	whisky
peddler	siege	Wilkes-Barre (Pa.)
Peking	sirup	willful
Philippines	skeptic	woful
picnic	skillful	woolen
picnicker	smooth (verb)	worshiped
Pittsburgh (Pa.)	sobriquet	worshiper
pleaded (past tense of plead)	soccer (football)	
	solos (plural of solo)	

## PUNCTUATION

This section is not meant to be a complete guide to punctuation. Its purpose is merely to give rules and suggestions covering points that frequently arise in the writing and editing of news copy. For the general principles of punctuation, which are the same for all kinds of composition, consult any standard work on the subject.

### THE PERIOD

1. Do not use period after *per cent*.
2. Do not use periods after nicknames, as Tom, Sam, etc.
3. Do not use periods with *O K* (past *O K'd*).
4. Use period between dollars and cents, as \$1.25.
5. Use three periods separated by em quads to denote an omitted passage. Thus: "The first thing to understand . . . is the need of accuracy." If one or more complete lines of poetry are omitted, insert a full line of periods separated by two-em quads.

For misuse of the period, see "Four Illiterate Blunders" at the close of this section.

### THE COMMA

6. Distinguish between restrictive (sometimes called limiting or defining) clauses and non-restrictive. The restrictive clause is necessary to define the term it modifies, and consequently is too closely related to the principal thought of the sentence to be set off by commas. The non-restrictive clause is merely an added or parenthetical expression concerning a term which does not need definition; so the clause is set off by commas. To test whether a clause is restrictive or not, omit the clause in reading the sentence. If the meaning is not changed by the omission, the clause is non-restrictive, and should be set off by commas.

How important is this distinction may be observed from the following sentences containing the same words but expressing different thoughts:

"The juniors of the college, who defied the faculty, have been expelled." (Non-restrictive.)

"The juniors of the college who defied the faculty have been expelled." (Restrictive.)

The first sentence means that all the juniors have been expelled. The second sentence means that only those of a particular group—those *who defied the faculty*—have been expelled.

7. In general, do not use a comma before *and* in such a series as Tom, Dick and Harry. This rule, observed by the Missourian in common with most other newspapers, represents the only vital difference between so-called newspaper punctuation and that commonly taught in the schools. It should not be applied when a comma is needed to make the meaning clear.

8. Do not use a comma between two clauses of a brief compound sentence where there is no change of subject. Thus: "He went to the store and bought a new suit." But: "The city was strongly held by guns and infantry, and the British force therefore withdrew to its original bivouac." The comma is needed in the second instance to show the reader, at a glance, the grammatical relation of the words.

9. Distinguish between *alternative or* and *appositional or*. "John or Thomas will carry the message." (*Alternative or*; no comma.)—"Indian corn, or maize, is the chief product of the state." (*Appositional or*; commas required.)

10. Participial phrases are usually set off by a comma. Thus: "Shouting a warning, he ran down the street."—"Convinced of his guilt, the lawyer declined to defend him."

11. Co-ordinate adjectives, as in "a kind, patient, indulgent father," are separated by commas. Do not use a comma when the adjectives are not co-ordinate, but dependent each on what follows, as "a handsome young man"; "our excellent financial system"; "sturdy old patriots."

12. A common mistake is the placing of a comma before *every* bit of quoted matter, no matter what its character. No comma should be used in this sentence: "The title of the book is 'The Way to Win.'"

13. *Jr., Sr., Mo.,* etc., require commas on each side unless they end the sentence. "John Jones, Sr., of Cameron, Mo.,

made an address." Each of these forms is in the nature of a parenthesis and is therefore to be set off by commas from the rest of the sentence. One of the commonest errors in punctuation is the omission of the comma after a parenthetical expression.

14. Use a comma, not a colon, after *viz.*, *to wit*, *namely*, etc., except in ending a paragraph.

15. Use no comma after *such as*. "Farm products, such as wheat, rye, corn and oats, were exhibited."

16. Use no comma in "5 feet 8 inches tall," "3 years 6 months old," etc.

17. Use a comma after *whereas*, *resolved*, etc., and follow with a lower-case letter. "Resolved, that we, the members of . . ."

18. Use commas to set off the year in a date, as "The men who enlisted in April, 1917, were wholly untrained, but on November 11, 1918, they were veterans."

For examples of misuse of the comma, see "Four Illiterate Blunders," at the end of this section.

## THE SEMICOLON

Don't taboo the semicolon. It is less used now than formerly, when long and involved sentences were more common, but it still has a legitimate function. Study the use of the semicolon in any book from a good publishing house. See "Four Illiterate Blunders," at the end of this section.

19. Use the semicolon to separate co-ordinate clauses of the same sentence when they are not separated by a co-ordinate conjunction; thus: "This is a bad law; it should be repealed." When the connection between the two clauses is not of the most intimate sort, it is usually better to make them separate sentences.

20. Use the semicolon to separate the members of a series when the members themselves, or some of them, are broken up by commas. Just as newspapers omit the comma before *and* in a series such as "Tom, Dick and Harry," so newspaper practice usually requires that a semicolon used in a similar construction be replaced by a comma if the last member of the series is introduced by *and*. Thus: "I saw the Perry Monu-

ment, which overlooks Lake Erie, where Perry won his greatest fame; the municipal bathing pavilion, which frequently accommodates more than ten thousand persons in a day, and the lagoon, where motor boats by the score are moored." (But: "I saw the Perry Monument, the municipal bathing pavilion and the lagoon.")

21. Use the semicolon in a construction such as this: "Those present were: John Jones, Mexico, Mo.; Horace Brown, Sedalia; Mrs. W. B. Smith and Mrs. J. H. Howard, St. Louis; Dr. B. B. Simmons, Moberly; H. K. Henry, Columbia." (But if there were not more than three on the list: "Those present were John Jones of Mexico, Mo., Horace Brown of Sedalia and Dr. B. B. Simmons of Moberly.

22. Use the semicolon to avoid confusion in such a construction as this: "The party consisted of J. J. Lee; H. H. Winton, his secretary; Mrs. Lee; Miss Mary Brown, her nurse; and three servants." Written thus, the sentence indicates there were seven persons in the party. Readers might get the impression there were nine if the sentence were written: "J. J. Lee, H. H. Winton, his secretary, Mrs. Lee, Miss Mary Brown, her nurse and three servants."

## THE COLON

23. Use a colon (1) before a quotation of more than one sentence; (2) before a quotation of only one sentence when an unusual degree of formality is sought; (3) before any quoted matter that begins a new paragraph. In general, use the comma before a quotation of one sentence. "I replied, 'No; we can't do that.'"

24. Use a colon between chapter and verse in scriptural references; thus, Matthew 2:5-13.

25. Use the colon in giving time, as 7:30 o'clock.

26. In general, use the colon in introducing matter with *the following, as follows* and similar expressions.

## THE APOSTROPHE

27. Use the apostrophe as follows to form the possessive case of nouns: Add apostrophe and *s* in the singular, as the girl's hat. Add apostrophe in the plural when the plural ends in *s*, as girls' hats. Add apostrophe and *s* when the plural is formed without the *s*, as children's games, women's rights. Add apostrophe to proper names ending in *s*, as James' hat, Burns' poems, Rogers' dry goods store. Be sure to place the apostrophe correctly. *Burn's* poems would indicate that the name was *Burn*; *Roger's*, that the name was *Roger*.

28. Use one apostrophe when common possession is expressed, as Cain and Abel's father. But: "John's and Henry's fathers were good men."

29. Observe use of the apostrophe in *don't*, *doesn't*, *haven't*, *I've*, *'tis*, *can't*, etc. The apostrophe takes the place of the elided letter or letters. The plural of *don't* is *don'ts*.

30. The apostrophe is never used in the possessive pronouns, *his*, *hers*, *its*, *yours*, etc. *It's* means *it is*.

31. The possessive of *M. U.* is *M. U.'s*.

32. Use the apostrophe in forming the plural of letters, as the three R's, the i's in a font of type. Do not use the apostrophe with figures, as 5s or 3½s (as in referring to bonds bearing 5 per cent or 3½ per cent interest).

33. Do not use apostrophe in such names as Farmers and Merchants Bank unless the official title includes it.

34. Use no apostrophe with *Frisco*, *bus*, *phone*, *varsity*.

## THE DASH

35. Don't overwork the dash. Usually the comma will do as well. A frequent legitimate use of the dash is to denote an abrupt break in the construction. Thus: "He thought of his mother—what a woman she was!"

36. Dashes are sometimes used for the sake of emphasis to set off parenthetical words. "Dinner—for they dined in the evening now—made a welcome diversion."

37. The dash may be used for a significant pause. "I asked for bread and they gave me—fried chicken."

38. Use a dash in unfinished sentences. Put quotation marks, if any, outside the dash. Thus: "Then your name is—"

### PARENTHESIS

39. Do not be confused by marks of parenthesis. Punctuate the sentence as if the portion within parentheses did not exist. If any mark is required after the portion of the sentence preceding the parenthesis, put it after the second curve. Thus: "The celebrated 'Chaldee Manuscript' was the *piece de resistance*—a satire, couched in biblical language (probably at the suggestion of James Hogg, the 'Etrick Shepherd,' who was admitted to the council of conspirators), directed chiefly against the former editors of the magazine."—*Henry Mills Alden*.

40. If an entire sentence is inclosed in parentheses, the period should come before the last curve. Thus: "(For additional data see Page 17.)" If only the last words are inclosed, the period should come after the curve. Thus: "He uses many words wrongly (for example, *practical* and *practicable*)."

41. When the name of the state, though not a part of the title of a newspaper, is given with the title, use this form: the Sturgeon (Mo.) Leader, the Las Vegas (N.M.) Optic. Omit name of state after large cities, as the Chicago Daily News, the New York World, the San Francisco Examiner.

### BRACKETS

42. Brackets are correctly used to indicate an interpolation made in a quotation by the person quoting. "They [the framers of the Constitution] were much like other men." The news writer rarely has occasion for these marks.

### QUOTATION MARKS

43. The period and the comma always stand inside quotation marks. Thus: "On this platform," he said, "I expect to win."—She was reading "Ivanhoe."

44. The colon and the semicolon should be placed outside quotation marks. Thus: He spoke as follows on the subject, "See America First":—The books were studied in this order: first, "Silas Marner"; second, "David Copperfield"; third, "Henry Esmond."

45. The interrogation and exclamation points are placed inside quotation marks if they are part of the quotation; otherwise, outside. Thus: "Who goes there?" he challenged.—Have you ever seen Maude Adams in "Peter Pan"?—"Well done!" he cried.—He called himself an epicure, but I noticed that he ordered "ham-and"!

(See also "Quotation," page 30.)

#### FOUR ILLITERATE BLUNDERS

(From "Principles of Modern Punctuation," by Dr. Robert L. Ramsey of the English department of the University of Missouri; published by the School of Journalism, 1908.)

The mistakes most to be avoided are those that brand the user as illiterate or slovenly. Of these there are four that give to one's writing an especially crude and careless air.

1. The "false period." This consists of putting a period after a group of words that do not make complete sense, after a phrase or subordinate clause instead of a sentence. It is the worst of all blunders in punctuation, because it indicates that the writer does not understand the most elementary of grammatical problems, how to tell a sentence when he sees one. The following examples are taken from students' themes:

Examples: "Milton wrote many poems in his youth. The best known being 'Lycidas' and 'Comus.'"—"The stranger blamed himself severely. Which was not doing himself justice."—"He was very lenient about people's not being on time. Principally because he was always late himself."

2. The "false comma." This blunder is the converse of the first, and nearly as bad. The "false period" occurs when part of a sentence is written as if it were a whole sentence; the "false comma," when two complete sentences are written as one, with only a comma between them. Two complete thoughts

do not belong in the same sentence unless their independence is recognized in the link between them. This link may be one of the pure co-ordinate conjunctions (*and, but, or, nor, sometimes for and yet*) or the semicolon. With other connectives, such as *therefore, nevertheless, still, moreover, however*, the comma alone is not sufficient; the semicolon is the distinctive mark for independent clauses. In the examples given below, either period or semicolon might be used, but the comma is wrong:

Examples: "Sir Roger de Coverley was a good churchman, he attended church every Sunday."—"The night was cool, we rode swiftly along the silent road."—"We all walked rapidly, the sun had gone down, there were no horses."

3. The "unbalanced comma." In all cases where a word, phrase or clause is cut off by commas—a transposed element, a non-restrictive phrase or clause, a parenthetic element of any kind,—it produces a particularly bad effect to use one of the two commas and omit the other. It is better to omit both than to do this.

Examples: "These men in their honorary capacity, already have sufficient work to perform."—"The party then, consisted of about twelve persons."—"It is not strange that the sentiment of loyalty should, from the day of his accession have begun to revive."—"It was the master of the house to whom, as in duty bound I communicated my intention."

4. The "exaggerated semicolon." Just as it looks illiterate to put a comma before an independent clause, so it looks illiterate, though not so much so, to put a semicolon before a subordinate clause; not so much so, because . . . this is sometimes done in the series, and sometimes for rhetorical effect. But it is very liable to abuse, and most cases of it are due to ignorance. The safest rule is never to use the semicolon except between independent clauses.

Examples: "The stranger blamed himself severely; which was not doing himself justice."—"Milton wrote many poems in his youth; the best-known being 'Lycidas' and 'Comus.'"—"When ambition asserts the monstrous doctrine of millions made for individuals, their playthings, to be demolished at their caprice; is not the good man indignant?"

## SPECIAL FORMS

### FULL-MEASURE BOX SCORE

ST. LOUIS						
	AB.	R.	H.	O.	A.	E.
Tobin, cf. ....	4	0	0	2	0	0
Vaughn, 2b. ....	5	0	2	1	5	0
Miller, 1f. ....	3	0	0	1	0	0
Borton, 1b. ....	1	1	0	9	0	0
Kores, 3b. ....	4	0	1	1	2	0
Hartley, c. ....	4	0	0	6	2	0
Drake, rf. ....	4	0	2	2	1	0
Johnson, ss. ....	4	0	0	2	3	0
Davenport, p. ....	2	0	0	0	0	0
Watson, p. ....	0	0	0	0	0	0
*Crandall .....	1	0	1	0	0	0
†Bridwell .....	1	1	1	0	0	0
Totals .....	33	2	7	24	13	0

NEWARK						
	AB.	R.	H.	O.	A.	E.
Campbell, rf. ....	4	1	0	3	0	0
McKechnie, 3b. ....	4	1	1	1	1	0
Esmond, ss. ....	4	0	2	4	3	0
Roush, cf. ....	4	0	1	4	0	0
Scheer, 1f. ....	2	1	0	3	0	0
Laporte, 2b. ....	1	1	0	3	3	0
Huhn, 1b. ....	3	0	1	4	0	2
Rariden, c. ....	3	0	1	5	1	0
Reulbach, p. ....	2	0	1	0	2	0
Totals .....	27	4	7	27	10	2

\*Batted for Davenport in seventh.

†Batted for Watson in ninth.

Score by innings:

St. Louis .....	0	0	0	1	0	0	0	1	—2
Newark .....	0	0	2	1	0	1	0	0	*—4

Summary: Two-base hits—Drake, McKechnie. Three-base hits—Huhn, Esmond. Stolen bases—Roush, Laporte. Earned runs—Newark 3, St. Louis 2. Sacrifice hits—Scheer, Laporte, Borton. Bases on balls—Off Davenport 3, off Watson 1, off Reulbach 4. Struck out—By Davenport 2, by Watson 1, by Reulbach 6. Passed ball—Hartley. Hits—Off Davenport 6 in 6 innings, off Watson 1 in 2 innings. Double play—Drake to Hartley. First base on errors—St. Louis 2. Left on bases—St. Louis 9, Newark 5. Time—1:40. Umpires—Johnstone and Westervelt.

The following method may be used to prove a box score: Total number of times at bat, plus bases on balls, plus sacrifice hits, plus number hit by pitched balls, must equal number of putouts, plus runs, plus number left on bases. Thus, proving the St. Louis score above, 33 (times at bat), plus 4 (bases on balls), plus 1 (sacrifice hit), plus 0 (hit by pitched ball) equals 38. And 27 (putouts by opposing team), plus 2 (runs), plus 9 (left on bases) equals 38.

Or take the totals for both teams: 60 (times at bat), plus 8 (bases on balls), plus 3 (sacrifice hits), plus 0 (hit by pitched balls) equals 71. And 51 (putouts), plus 6 (runs), plus 14 (left on bases) equals 71.

## HALF-MEASURE BOX SCORE

ST. PAUL		LOUISVILLE	
	AB.H.O.A.E.		AB.H.O.A.E.
Niles,3b	2 1 4 2 0	Daniels,rf	5 0 3 0 0
Martin,ss	6 3 4 1 0	Osborn,cf	1 1 4 0 0
Padd'ck,1f	6 1 4 0 0	Moore,cf	2 0 1 0 0
Cruise,rf	3 0 2 1 1	St'nsb'y,2b	4 2 3 1 0
Johnson,c	6 2 3 0 0	Crossin,c	4 1 3 1 0
Riggert,cf	4 2 3 0 0	Miller,1b	4 2 8 0 2
Dress'n,1b	3 1 6 0 0	Derrick,ss	4 0 1 6 0
O'Le'ry,2b	4 0 1 3 0	Midkiff,3b	4 1 0 0 0
Hall,p	4 3 0 1 0	Dell,1f	3 1 4 0 1
	-----	Hoch,p	0 0 0 3 0
Totals	38 13 27 8 1	Ellis,p	0 0 0 0 0
		Taylor,p	3 0 0 0 0
		*Clemons	0 0 0 0 0
		Totals	34 8 27 11 3

\*Batted for Taylor in ninth.

Score by innings:

St. Paul	0 6 2 1 0 0 1 1 0—11
Louisville	1 0 0 0 0 0 0 1 0—2
Summary:	Two-base hits—Hall, Riggert.
	Three-base hit—Crossin. Home runs—Hall,
	Niles. Stolen bases—Cruise, O'Leary. Earned
	runs—Louisville 2, St. Paul 7. Sacrifice hits—
	Dressen 2, Cruise, O'Leary. Left on bases—
	St. Paul 12, Louisville 8. First base on er-
	rors—St. Paul 3. Bases on balls—Off Taylor
	6, off Hoch 2, off Hall 3. Hits—Off Hoch 2
	in 1-3 innings, off Ellis 3 (three batters),
	off Taylor 8 in 7-2-3 innings. Struck out—
	By Taylor 3, by Hall 2. Passed ball—Crossin.
	Time—2:05. Umpires—Owens and Knapp.

## SCORE BY INNINGS ONLY

	R. H. E.
New Orleans	0 0 0 1 0 0 0 2 0—3 8 0
Birmingham	0 0 0 0 0 0 0 0 0—0 5 3
Batteries:	New Orleans—Weaver and Hig-
	gins; Birmingham—Robertson and Hall.

## FOOTBALL SCORE

MISSOURI (0)	AMES (6)
Speelman, 1e	re, Jones
Herndon, 1t	rt, Reeve (capt.)
Groves, 1g	rg, Deffke
Lansing, c	c, Johns
Van Dyne, rg	lg, McKinley
Clay (capt.), rt	lt, Mattison
La Rue, re	le, Packer
Collins, qb	qb, Moss
Shepard, lhb	rhb, Wilson
Dunckel, fb	fb, Uhl
Graves, rhb	lhb, McDonnell
Substitutions:	Missouri—Drumm for Groves,
	Graham for Lansing, Lake for Shepard,
	Woody for Lake, Miller for Dunckel. Ames—
	Karr for McKinley, Evans for Wilson.
	Touchdown—Uhl (Ames).
	Referee—Groves (Washington U.). Umpire
	—Quigley (St. Mary's). Head linesman—
	Thomas (Purdue).

## BASKETBALL SCORE

MISSOURI (43)		Free	Fouls
	Goals	Throws	
Ruby, rf	4	0	2
Scott, lf	4	7	6
Vogt, c	8	0	3
Schroeder, rg	2	0	1
Browning, lg	0	0	0
Coffey, lg	0	0	1
Totals	18	7	13
KANSAS (25)		Free	Fouls
	Goals	Throws	
Bunn, lf	3	0	3
Lonberg, rf	1	0	0
Matthews, c	1	1	3
Frederick, c	3	0	1
Mason, lg	1	0	2
Bennett, rg	0	4	2
Harms, rg	1	0	1
Totals	10	5	12

## TRACK SUMMARY

100-yard dash—Smith, Missouri, first; Shaw, Kansas, second. Time, 10 1-5 seconds.

440-yard run—Wilson, Kansas, first; Jones, Missouri, second. Time, 52 seconds.

Two-mile run—Ames, Kansas, first; Brown, Missouri, second. Time, 10 minutes 14/5 seconds.

High jump—Frank, Missouri, first; Williams, Missouri, second. Height, 5 feet 11 inches.

## INNING-BY-INNING BASEBALL STORY

## First Inning

St. Louis—Tobin was out, Blair to Chase. Vaughn singled to left and went to second on Miller's single to left. Borton singled to center, scoring Vaughn, Miller taking second. A pass to Kores filled the bases. Chapman popped to Roach. Drake was out, Bedient to Chase. One run, three hits, no errors.

Buffalo—Meyer beat out a grounder to second. Lord forced Meyer, Kores to Johnson. Dalton lined to Tobin. Lord stole second. Chase fanned. No runs, one hit, no errors.

## MUSIC PROGRAM

Omit numbers before pieces. Style:

Overture, "William Tell" .....	Rossini
Selection, "Tannhaeuser" .....	Wagner

Ballet Music, "Faust" .....	Gounod
Entr'acte, "Fleurette" .....	Herbert
Selections .....	MacDowell
a. "To a Wild Rose."	
b. "At an Old Trysting Place."	
"Peer Gynt" Suite .....	Grieg
"La Lisonjera" .....	Chaminade
Excerpts, "Cavalleria Rusticana" .....	Mascagni
"Csardas" .....	Delibes

If the program is not all by the same musician or group of musicians, the name of the individual or organization is centered in a separate line following the name of the composition given.

### DATELINES

Observe capitalization and punctuation in the following:

CHICAGO, June 30.—Mayor Thompson announced today that he  
 CENTRALIA, Mo., June 30.—An attempt to rob the First National  
 BERLIN, Aug. 1 (via wireless to Sayville).—The German war  
 PETROGRAD, May 27 (by mail).—The next serious blow of the  
 PARIS, Aug. 3 (8:10 p. m.).—Fighting on the western front has  
 NISH, Serbia, Jan. 4.—The possibility of a Balkan agreement in

The rules: Name of city in caps; state or country, l. c. Omit name of state or country after large cities whose location is well known. Abbreviate names of states in datelines, but not names of foreign countries. Abbreviate names of months in datelines as follows: Jan., Feb., Aug., Sept., Oct., Nov., Dec. Do not abbreviate March, April, May, June, July. Use period and dash after date. Parenthetical matter goes after date, before period and dash. Use lower-case in parentheses except for proper names, as "by mail," "via wireless," etc. For abbreviations of names of states see "Abbreviation."

### SIGNED STORIES

Signatures over stories are set in light-face caps, thus:

By ALICE ROHE

Parenthetical matter, if any, goes in light-face in second line. Both lines are centered, thus:

By ALICE ROHE  
 (United Press Staff Correspondent)

## INTRODUCTIONS

Editorial notes or other introductory matter, not a part of the story, should be set in 6-point type without parentheses or indention, and, unless unusually long, all in one paragraph. A 3-em dash goes between the introduction and the story.

## COMMUNICATIONS

Editor the *Missourian*: (Run in.)

Signatures are set in caps, one em in from right, without dash. Set in last line of text if there is space, thus: A. B.

Dateline, if any, is set at the end in lower case, one em in from left, thus:

Columbia, Mo., March 30.

## REPRINT

Short reprint (paragraphs and "answer-backs") is credited with name of publication, lower-case, run in at the end, following an em dash. Omit *the* from titles of newspapers in giving credit in this form; thus, St. Louis Post-Dispatch, Kansas City Journal, etc. If name of state is given, but does not appear as part of the newspaper title, put in parentheses, as Parkville (Mo.) Gazette.

Long reprint is credited with full name of publication, set in a 6-point line, flush, at top of article. Use "from" in this form, thus: From the New York Times.

## BOOK REVIEWS

Use the title of the book, quoted, as the headline (*Missourian* No. 6 head), thus:

"The Road to Yesterday."

Name publisher and describe book in a separate, final paragraph, thus:

(Charles Scribner's Sons, New York; cloth, illustrated with photographs, 204 pages; \$1.75 net.)

## PHOTO-ENGRAVING

The most commonly used picture-printing plates are halftones and line etchings.

A halftone is a plate reproducing a photograph, drawing or piece of copy that contains one or more tones between white and black. A line etching, on the other hand, can reproduce only copy that shows white and black.

Distinctive of the halftone are the raised dots on its surface by which the tones of the original copy are interpreted. These are obtained by photographing the copy through a screen—a glass that has engraved or imprinted black lines upon it, two sets of parallel lines crossing at right angles. A great number of small squares compose the pattern of the screen. The dotted image obtained thus by photography on glass is transferred to a sheet of sensitized metal, either copper or zinc, by a photographic process. Etching in acid leaves certain dots of metal standing in relief. These form the printing surface of the plate.

Halftone screens are classified according to the number of lines to the running inch ruled upon them. Fine screens, from 120 lines higher, are used for halftones that are to be printed on the better grades of paper. Newspapers generally use a 60- or 85-line screen. The Evening Missourian uses a 100-line screen, on paper better than the average news stock.

A line etching is produced on zinc without the use of the halftone screen. It is less expensive than the halftone. Pen drawings form the bulk of line copy.

Other picture printing plates used in the Missourian are electrotypes, stereotypes and occasionally wood cuts.

Electrotypes (or electros) are duplicates of original line and halftone plates. A whole advertisement, including type and illustration, can be duplicated in one plate by electrotyping. The process offers a distinct advantage to an advertiser who wishes to run the same advertisement simultaneously in several publications. A wax impression of the original etching or type is placed in an electrolytic bath, where it receives a deposit of

copper. This thin facing of copper is then backed up with lead and mounted on wood to form a printing plate.

Stereotypes are plates made by casting metal on matrices (singular, matrix).

Wood cuts are made by hand-chiseling on type-high, cross-sectioned, polished blocks of wood. The lines that are to be printed are left standing in relief. This is the earliest form of picture printing. Its present-day survival is almost solely in commercial illustration.

## HOW TO ORDER ENGRAVINGS

### 1. Halftones

Paste a strip of paper on the upper or lower edge of photograph to be reproduced. Upon it write:

- (a) Desired width of the plate in inches. (Indicate specifically with arrow lines the outermost points to be included.)
- (b) Kind of screen to be used.
- (c) Kind of finish—square, outline, vignette or oval.
- (d) Indicate if special work on photo or plate is desired—"retouching" of photo; mortising or "tooling-out" on plate; special border design.
- (e) Name and address of sender.
- (f) Specific time limit for return of plate.

Mail with flat cardboard covering.

Explanation of terms used above:

Square halftone—one whose outer edges comprise a rectangle.

Outline halftone—one with the background removed.

Vignette halftone—one with the background shading away into nothing.

Oval halftone—one whose outer edges form an oval.

Retouching—brush work done by an artist on original photo copy.

Mortise—to cut out portions of a plate for insertion of type.

Tooling-out—hand-chiseling on plate to lighten the tone or to produce a white space.

Special border design—any decorative surrounding of a picture other than straight lines.

### 2. Line Etchings

Leave sufficient margin around drawing. If copy is a page of printed matter, or clippings, mount it on white card-

board. Touch with black (india) ink any gray spots on letters. Mark on lower margin:

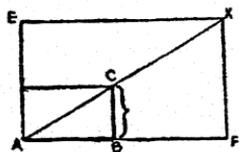
- (a) Desired width of plate in inches. (Indicate outermost points with horizontal arrows.)
- (b) Whether special work is desired (mortising, etc.)
- (c) Name and address of sender (may be written on back of copy).
- (d) Time for return of etching.

In ordering etchings it is well to inclose in a separate envelope a general statement covering work desired, especially if there should be any detail in doubt, which may be left to the judgment of the engraver.

### HOW TO FIGURE REDUCTIONS

If the original copy is 8 by 12 inches and the width in the reduction is to be 2 inches, the other factor may be calculated mathematically:  $8:12::2:?$  The missing factor will be found to be 3.

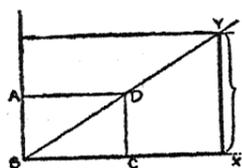
Where the dimensions of drawing or copy are already laid out and one reduction factor is known, the other reduction factor is obtained as follows: Beginning on the base line of the drawing, lay out and mark off from one corner the one known reduction factor (for example, the width of the plate to be made). Then erect a perpendicular of indefinite length. The point of intersection of this line with the diagonal of the rectangle that incloses the original drawing will determine the height of the plate to be made.



AB is width of plate to be made. AX is a diagonal of original drawing AEXF. BC is perpendicular erected on AF. BC is the desired factor, the height of plate to be made.

If, on the other hand, the dimensions of the plate to be made are known in advance, the scale of the drawing must be

calculated accordingly. The scale of the drawing is planned thus:



ABCD represents the desired size of plate.

Extend indefinitely AB and BC. Extend diagonal BD indefinitely. Upon one of the two extended lines (BC, for example) lay out a width BX. Erect the perpendicular XY to intersect the extended diagonal BD.

XY then represents the height that must be given to the drawing.

### DON'TS

Don't leave pencil marks or dirty smudges on line copy.

Don't fail to send as good photographs to the engraver as you can get. A good photograph obviates much expensive retouching.

Don't mark every order "Rush." Good photo-engraving work demands time.

Don't mark a reduction in two dimensions; e. g., "Reduce to 5 by 7 inches." The engraver has control over only one dimension.

Don't order several cuts of the same size from the same copy without considering the possibility of electrotyping.

Don't make drawings for line reproduction on other than white paper with glossy black ink (india).

Don't use fine, "scratchy" lines in a pen drawing that is made for line reproduction. Fine lines that are firm may be reproduced if not too close together.

### MEMORANDA

# ADVERTISING

(Instructions issued to students in advertising classes)

The Missouriian uses as far as possible the pyramid style of make-up.

No advertisements may be inserted that contain display lines in type exceeding 48 points. No advertisements containing disfiguring plates may be used.

The Missouriian has six columns to a page. Columns are thirteen pica ems wide, and 20 inches deep. Mounted electrotypes, zinc etchings and stereotype plates are used.

Investigate your subject closely before writing an ad.

Make your ad direct and to the point. Eliminate all superfluous words, rules, ornaments, etc.

Don't forget that white space is an important element in display.

Consult the dictionary for spelling of words you are doubtful about.

Draw border around ad as you desire it to appear in print.

Indicate size of ad on margin of lay-out sheet.

Indicate on margin size of type of head and display lines.

Indicate on margin point size of body type.

Indicate on margin the type series of both body and display lines.

Indicate on margin point size of border and rules.

Indicate exact size and position of plates if any are used.

**Make illustrations face in.**

Indicate as nearly as you can the measure you desire display lines and body of text to be set in.

Indicate the amount of white space you desire in ad.

Watch the grammar and punctuation. Your ads *must* be correct in both.

# MISCELLANEOUS INFORMATION

## THE POINT SYSTEM

The basis of the modern American system of type measurement is the point, which is  $\frac{1}{72}$  of an inch. Only the *height* of the type is measured in this way, the width of the letters varying. When type is said to be 10-point, what is meant is that the *body* of the type is 10 points high. The face of the printed letter is somewhat less, the difference being in the "shoulder"—the blank part of the type that makes white space between lines. Before the measurement of type was standardized by the adoption of the point system, the different type sizes were named, as agate, nonpareil, etc. These names are still used to some extent and the student should be familiar with them, or at least with the names of the sizes up to 12 points.

An em is the square of any given type body. That is, a 10-point em is an area 10 points both in height and width. The pica, or 12-point em, is a standard printer's measurement.

Below is a list of the various type sizes, with their names:

3½ point, Brilliant	20 point, 2-line Long Primer or Paragon
4½ point, Diamond	22 point, 2-line Small Pica
5 point, Pearl	24 point, 2-line Pica
5½ point, Agate	28 point, 2-line English
6 point, Nonpareil	30 point, 5-line Nonpareil
7 point, Minion	32 point, 4-line Brevier
8 point, Brevier	36 point, 2-line Great Primer
9 point, Bourgeois	40 point, Double Paragon
10 point, Long Primer	42 point, 7-line Nonpareil
11 point, Small Pica	44 point, 4-line Small Pica
12 point, Pica	<b>48 point, 4-line Pica or Canon</b>
14 point, 2-line Minion or English	54 point, 9-line Nonpareil
15 point, 3-line Pearl	60 point, 5-line Pica
16 point, 2-line Brevier	72 point, 6-line Pica
18 point, Great Primer	

## MARKS USED IN PROOF READING

	Delete: take out.	<i>stet</i>	Let it stand; retain crossed-out word or letter.
	Letter reversed; turn it over.	<i>See out-copy</i>	See copy for omitted words.
	Insert space.		Query to author: Is this correct?
	Close up; no space.	<i>caps</i>	Put in capitals.
	Bad spacing; make spacing even.	<i>s.c.</i>	Put in small capitals.
	Transpose words or letters.	<i>l.c.</i>	Put in lower-case.
	Make paragraph.	<i>rom.</i>	Put in roman type.
<i>no P</i> 	No paragraph; run in.	<i>ital.</i>	Put in italic type.
	Indent; put in an em-quad space.	<i>b.f.</i>	Put in bold-face type.
	Move to the left.	<i>w.f.</i>	Wrong font; change to proper style of type.
	Move to the right.		Apostrophe.
	Raise to proper position.		Quotation marks.
	Lower to proper position.		Period.
	Imperfect type; change.		Comma.
	Space shows; push down.		One-em dash.
	Line up; make the margin straight.		Two-em dash.
	Straighten lines or type out of line.		Hyphen.

# EVENING MISSOURIAN HEADLINES

Letters and spaces are counted as one unit each, except: I, one-half; figure 1, one-half; M or W, one and one-half; period or comma, one-half (unless followed immediately by a space, as in initials, when the punctuation mark and space together make one unit); dash, one and one-half; double quotation marks, one; question mark, one; colon, semicolon, hyphen, exclamation point, apostrophe or single quotation marks, one-half. This system of counting is only approximate for decks set in lower-case type. (See rule 2, page 67.)

## NO. 1

# HEADLINES SHOULD TELL MUCH IN LIMITED SPACE

19 to 22  
units in  
each line

Strive for What the Newspaper Man Calls  
"Punch," But Never at the Expense of  
Accuracy and Fairness--Make No Statement  
That Is Not Borne Out by the Text.

40 to 44  
units

38 to 40

38 to 40

20 to 40

# VERBS HELP TO GIVE FORCE

First Line of This Deck Takes 40 to 44 Units,  
Second and Third Lines 38 to 40 Each, and  
Last Line 20 to 40--With Practice, Writer  
May Count by Words Instead of Letters.

21 to 23  
units

Same as  
in second  
deck.

NO. 1½

# SLAVS TO SET FIRE TO WARSAW BEFORE LAST DEFENSES GO

---

15 to 17  
units in  
each line

23 to 26  
22 to 24  
22 to 24  
13 to 24

Grand Duke Nicholas Is De-  
termined State Buildings  
and Churches Shall Not  
Fall to the Germans.

---

13 to 15  
units in  
each line

## TORCH MEN TOLD TO START FLAMES

---

Same as  
in second  
deck

Stubborn Resistance of Rus-  
sians Along Narew River  
May Check the Teutonic  
Advance Three Days.

---

15 to 18  
units in  
each line

NO. 2  
**MAKE EACH DIVISION  
OF HEAD COMPLETE**

23 to 26  
14 to 22  
6 to 18

Don't Repeat Ideas, but Tell  
as Much of the Story  
as You Can.

15 to 17

**THIS IS ALL IN CAPS**

Same as  
in second  
deck

Present Tense Is Preferred to  
Past for Sake of Greater  
Vividness.

16 to 18½  
units

NO. 3  
**MAKE HEADLINES FIT**

23 to 26  
14 to 22  
6 to 18

Count Letters in Each Deck  
Carefully—Note Width  
of M and W.

23 to 27  
units

NO. 5  
**CAPITOL TO BE READY ON TIME**

30 to 34  
10 to 25

E. W. Stephens Tells Senate Commit-  
tee of Progress on Building.

## NO. 6

15 to 34  
units

Thirty-Four Units the Limit Here.

## NO. 8

18 to 21  
units in  
each line***YOU SHALL KNOW THEM  
BY THE THINGS THEY EAT***

## HEAD FOR EDITORIALS

27 units  
the limit

ROADS AS AN INVESTMENT

## SUBHEAD

(Use two or more subheads, or none)

15 to 30  
unitsof graduates from the University to  
find who were her old pupils.

Noted for Charity and Tact.

"Miss Sallie was the most charit-  
able woman I ever saw," said Miss

## TWO-LINE SUBHEAD

12 to 20  
units in  
each linesays he will show Nebraska some  
formations never seen before in the  
West.Nebraska to Play  
Kansas for Title.When Kansas invades Nebraska's  
lair at Lincoln tomorrow, accord-

## INSTRUCTIONS FOR WRITING HEADLINES

1. Never turn in a head that you *guess* will fit the space allotted to it. Make sure it will fit. Heads that are written too long cause delay and confusion.

2. Remember that the count given for the lower-case decks of heads is only approximate. The capitals which begin the important words are, of course, wider than the lower-case unit, while lower-case *t*, *r*, *l* and *f* are narrower than the unit, to say nothing of the *i*, which is only counted as half a unit in either capitals or lower-case. However, the lower-case decks are not rigid; the inverted pyramids may be made either wide or narrow, and the last line of a hanging indention may be anything from a half-line to a full line.

3. Don't try to count the lower-case decks of heads by words instead of units until you have had considerable experience. Then use these counts: Second or fourth deck of No. 1 head, 25 to 28 words; second or fourth deck of No. 1½ head, 13 to 15 words; second or fourth deck of No. 2 head, 9 to 12 words; second deck of No. 3 head, 9 to 12 words; second deck of No. 5 head, 8 to 11 words. Make allowances if the decks contain many short words or many long words.

4. Heads telling of a recent event are usually put in the present tense—the historical present. This is not an ironclad rule.

5. Principal words should not be repeated. Strive to get as many ideas into the head as possible. Do not use impossible synonyms, however—such as “canine” for dog or “inn” for a modern hotel.

6. Most papers make every deck of the head complete in itself. In general, it is well to use a verb, or verb implied, in each deck. This applies especially to stories of immediate news importance. The head over a feature story may be more like a book title—suggestive of the story rather than a synopsis of it.

7. Make the head definite. Don't generalize or draw conclusions, but tell specifically what happened. If thirty persons

were killed in a wreck, say so; don't write "Horrible Accident."

8. Never exaggerate. Build the head on the facts in the story. If a statement is qualified in the story, qualify it also in the head.

9. Most papers use the articles, *a*, *an* and *the*, sparingly in headlines, on the ground that the head should tell as much of the story as possible in limited space. Use the articles, however, when they are needed to make sense. Now and then they may be used in the interest of symmetry. Rarely should any deck of the head begin with an article.

10. Seek originality and shun woodenness, but in so doing avoid grotesque effects and keep within the bounds of good taste. Flippancy and cheap slang are forbidden. Never editorialize.

11. Use short, simple words, but try to avoid such overworked words as *probe* and *rap*.

12. In general, put the main feature in the top deck. Make the head as a whole a smooth-reading, accurate, understandable synopsis of the story.

13. Never divide a word with a hyphen from one line to another in a drop-line set in caps (as the top decks of the *Missourian* No. 1, No. 1½ and No. 2 heads). In lower-case decks this is permissible.

14. Avoid ending the top line of the drop with a preposition, an article or a conjunction, as in the following:

#### TO MAKE PLANS FOR AMERICAN DEFENSE

*For* in this sentence hangs at the end of a line, separated from the words with which it forms a phrase. The idea is to make each line of such a deck, as nearly as space limitations will permit, consist of a complete statement or phrase. This is not to be read as an ironclad rule.

15. Use the dash between sentences in the same deck set in lower-case, as in the final deck of the sample No. 1 *Missourian* head. Except in long decks, such as this, it is better to make each division of the head one easy-to-read sentence. Avoid the jerkiness that is indicated by the use of two or three dashes in one division.

16. The Missourian rule calls for subheads in stories that run half a column or more. They should be placed three or four inches apart. Never use a single subhead. The two-line subhead is used ordinarily only with sport stories.

### CAPITALIZATION IN HEADLINES

1. Capitalize all words of four or more letters.
2. Capitalize all nouns, pronouns, verbs, adverbs, adjectives and interjections.
3. Capitalize all parts of the verb, as *Be, Is, Was, May, Will Be*, etc. (but lower-case *to* in infinitive).
4. Capitalize both parts of compound words.
5. Lower-case *in, at, on, by, for, and, but, or, a, the*, etc. (that is, all prepositions, conjunctions and articles of less than four letters) except when beginning sentence or when preposition is attached to or compounded with verb, as: "He Was Voted For by His Party."—"He Was Stared At by the Crowd."—"The Case Was Disposed Of."—"He Was Called On to Speak."

### PUNCTUATION IN HEADLINES

Follow the usual rules of punctuation, with these special rules:

1. No period after a line set in caps.
2. Period after a line set in lower-case, except a single-line box head.
3. Use the dash to separate distinct ideas in the same deck, except in a deck all in caps, where the semicolon is generally used. Thus:

DETECTIVE SLAIN;  
SNOW HIDES BODY

# WRITING OF THE UNIVERSITY

Details of style that apply only to news of the University of Missouri have been excluded so far as possible from the preceding sections of this bulletin. The following material covers points that frequently come up in handling University news.

## NAMING THE UNIVERSITY

1. Use the official title, the *University of Missouri*, not the *Missouri University* or *State University*. In abbreviating for headlines, use *M. U.* or *U. of M.*, never *M. S. U.* Capitalize *University* standing alone when it refers to this University; otherwise lower-case.

## DIVISIONS AND DEPARTMENTS

2. In naming the various divisions (not departments) of the University, observe the following style: Graduate School, College of Arts and Science (not Sciences), College of Agriculture, School of Engineering, School of Law, School of Medicine, School of Education, School of Journalism, School of Business and Public Administration, Military School, Extension Division, School of Mines at Rolla. These greater divisions of the University (that is, the schools and colleges) are to be capitalized, as are the Agricultural Experiment Station and the Engineering Experiment Station; but the departments within the divisions, as chemistry department, history department, soils department, etc., go in lower-case. Likewise, the titles of courses of study, as biology, advertising, elementary sociology, etc., go in lower-case in news stories unless there is special reason for capitalization. An exception may be made in formal announcements of University courses, when the University catalog style is to be followed.

3. *Agricultural extension service* and *school for nurses* are not capitalized.

## THE UNIVERSITY BUILDINGS

4. Capitalize the names of the University buildings (with exceptions noted), observing the following style:

Academic Hall.	Jay H. Neff Hall.
Agricultural Building.	Lathrop Hall.
Biology Building.	Law Building.
Chemistry Building.	Laws Observatory.
Commerce and Geology Building.	Library Building.
dairy barn.	Machinery Hall.
Dairy Building.	Manual Arts Building.
dean's house (on the University farm).	Medical Building.
Elementary School.	Parker Memorial Hospital.
Engineering Building.	Physics Building.
Gordon Hotel Building.	Poultry Building.
greenhouses.	power house.
heating plant (on the University farm).	president's house.
horse barn.	Read Hall
Horticultural Building.	Rothwell Gymnasium.
hog cholera serum plant.	Schweitzer Hall.
	Switzler Hall.
	Stock Judging Pavilion.
	Veterinary Building.
	University High School.

## THE UNIVERSITY COMMITTEES

5. Capitalize the names of the standing committees of the University, both those of the University faculty and those of the Executive Board, as Committee on Public Exercises. (But in general the names of temporary committees, and of standing committees other than those mentioned above, are not to be capitalized, as committee on decorations, dance committee, etc.) The standing committees of the faculty are:

Accredited Schools and Colleges.	Revision of Record Cards.
Discipline for Men.	Rules.
Discipline for Women.	Schedule of Studies and Examinations.
Entrance.	Statistics.
Honorary Degrees.	Student Activities.
Public Exercises.	University Policy.

Following is a list of the committees appointed by the Executive Board:

Dormitory.	Intercollegiate Athletics.
Extension Teaching.	Intercollegiate Debating.
Glee Club.	Military and Physical Training.
Health.	Publications.
High School Day.	State Fair Exhibits.
High School Debating Contests.	

Use the more natural forms: Committee on Accredited Schools and Colleges, but Dormitory Committee, Health Committee, etc. Shorter forms in general use, as Athletic Committee, for Committee on Intercollegiate Athletics, may be used when there is no chance of misunderstanding.

#### EAST AND WEST CAMPUS

6. Use *East Campus* and *West Campus* (capitalized), to the exclusion of "Old" *Campus*, "White" *Campus*, etc. The Library Building is between the two campuses. *Campus* standing alone is not to be capitalized.

#### TITLES

7. In naming the president of the University the first time in a story, call him President A. Ross Hill, or, when even greater definiteness is desirable, President A. Ross Hill of the University of Missouri. After that say President Hill or Doctor Hill. Never abbreviate *president*; this holds good for headlines as well as story.

8. These titles are used for members of the teaching force: dean, professor, associate professor, assistant professor, instructor, assistant and student assistant, ranking in the order given. In general, use *Prof.* (or *Professor* when surname only is given) before the name of anyone ranking as professor, associate professor or assistant professor. When the exact rank is to be given, write as in William Smith, assistant professor of Latin. Never coin a title for the occasion. Identify instructors and assistants by giving their rank, as John Jones, instructor in biology. The University catalog is authority.

9. Say professor *of*, but instructor or assistant *in*, a subject.

10. There are no longer heads of departments in the University. Each department has a chairman.

11. The University has an adviser (note spelling) of women, but not a dean of women.

12. Do not use *Dr.* or *Doctor* as a title unless the person named has a doctor's degree.

13. In general, *coach*, though not prohibited, is to be avoided in writing for the *Missourian*. The University no longer employs short-term coaches, but all instruction in athletics is by regular members of the faculty. *Y. E. Smith, in charge of football*, or some other similar form is to be preferred to *Coach Smith*.

14. Dr. R. H. Jesse is former president (use *former* rather than *ex-*) of the University and emeritus professor of history.

#### BOARD OF CURATORS

15. The Board of Curators (capitalize) is the governing body of the University. Included in this board are the Executive Board (which deals with the divisions at Columbia) and the Executive Committee of the School of Mines. These names are to be capitalized, but lower-case *board*, *committee* or *curators* standing alone.

#### STUDENTS, BY CLASSES AND DIVISIONS

16. Lower-case the names of the classes, *graduate* (not *postgraduate*), *senior*, *junior*, *sophomore*, *freshman*.

17. Hyphenate the compound adjective forms, *first-year student*, *second-year student*, etc.

18. The adjective form of *freshman* is *freshman*, not *freshmen*. Write "freshman players."

19. Do not use such terms as *academs*, *lawyers*, *farmers*, *medics*, *journalists*, etc., in referring to students of the various divisions. *Students in the School of Law* or, for brevity, *law students* is preferable.

## CLUBS, SOCIETIES, ETC.

20. Follow the general rule in naming University clubs, societies, associations, capitalizing both the specific and the general term, as International Polity Club, Glee Club, Scientific Association, etc. But lower-case *sections* of the last named, as social science section of the Scientific Association, and lower-case *fraternity*, as in Phi Delta Theta fraternity. Do not quote the names of clubs and do not capitalize *the*.

21. The official name is the State Historical Society of Missouri, but this may be shortened to State Historical Society or Historical Society when there is no chance of confusion with the organization of similar name in St. Louis. Call the library of the society the Historical Library, to distinguish it from the University Library.

## DEGREES

22. The degrees now given by the University at Columbia are: Bachelor of Arts (A.B.), Master of Arts (A.M.), Doctor of Philosophy (Ph.D.), Bachelor of Science in Agriculture (B.S. in Agr.), Bachelor of Science in Forestry (B.S. in Forestry), Master of Forestry (M.F.), Bachelor of Science in Education (B.S. in Ed.), Bachelor of Laws (LL.B.), Civil Engineer (C.E.), Electrical Engineer (E.E.), Mechanical Engineer (M.E.), Chemical Engineer (Ch. E.), Bachelor of Science in Engineering (B.S. in Engineering), Bachelor of Journalism (B.J.), Bachelor of Science in Business Administration (B.S. in Business Administration), Bachelor of Science in Public Administration (B.S. in Public Administration) and the honorary degree of Doctor of Laws (LL.D.).

23. Capitalize degrees, both when abbreviated and when spelled out. In giving the degree of an alumnus after his name use the form *John Smith, A.B.'10* (no comma between letters and numerals).

## OTHER SCHOOLS

24. In general, use the official names of other schools, as University of Kansas, rather than Kansas University.

25. Capitalize the names of the schools and colleges of other universities (corresponding to the divisions of the University of Missouri) as School of Journalism of the University of Texas.

26. The "state normal schools" of Missouri are now known as: Northeast Missouri State Teachers' College (Kirksville), Northwest Missouri State Teachers' College (Maryville), Central Missouri State Teachers' College (Warrensburg), Southwest Missouri State Teachers' College (Springfield) and Southeast Missouri State Teachers' College (Cape Girardeau).

#### SPECIAL DAYS, WEEKS, ETC.

27. Capitalize *Journalism Week*, *Farmers'* (note plural possessive) *Week*, *Farmers' Fair* (referring to the stunt given by the agricultural students), *High School Day* and all such institutions of the University of Missouri. But do not capitalize *commencement* and other such general terms.

#### MISCELLANEOUS

28. Capitalize *Short Course in Agriculture*, referring to that of the University of Missouri. But do not capitalize *branch short course*. Students in the Short Course in Agriculture are not to be called "shorthorns" in the Missouriian.

29. Use hyphen in *Co-operative Store* and in the abbreviated form, *Co-op*.

30. Omit hyphen in *intercollegiate*.

31. Write *session of 1914-15*, omitting apostrophe before

15. But use apostrophe as in *class of '15*.

32. The possessive of *M. U.* is *M. U.'s*. Period after *U.*

33. *Young Men's Christian Association* and *Young Women's Christian Association* may be abbreviated to *Y. M. C. A.* and *Y. W. C. A.*

34. Be sure not to omit *Building* in *Y. M. C. A. Building*. Capitalize *Building*.

35. *Room* is capitalized when used as in *Room 34, Academic Hall*. But do not capitalize *physics lecture room*.

36. Capitalize *University Auditorium*, *Agricultural Auditorium*, *Y. M. C. A. Auditorium*.

37. The farm is officially designated the *University farm*.
38. Write *women's parlors* (not *Ladies' Parlors*). Use lower-case.
39. Capitalize *Varsity* when referring to the University of Missouri or its athletic teams, and omit apostrophe.
40. Capitalize *Tigers* in naming University of Missouri teams; likewise *Jayhawkers*, *Cornhuskers* and similar nicknames of other schools.
41. Do not quote the Varsity letter *M*. Make the plural *M's*.
42. Capitalize *Old Gold and Black* only when used figuratively to stand for the University of Missouri. The same rule applies to other college colors. Thus: "The Old Gold and Black was victorious," but : "The streets were decorated with old gold and black streamers."
43. Capitalize *Quadrangle*, *Columns* and *Mounds* in referring to those of the University of Missouri. But lower-case *campus* except when used in *East Campus* and *West Campus*.
44. Use *term* instead of *trimester*.
45. It is the *Woman's Council*, not *Women's Council*.
46. Do not write *faculty women* unless you mean women who are members of the faculty. The wives of faculty members are not faculty women.
47. The band is the *University Cadet Band*.
48. Write *Rollins Field*, not the *Athletic Field*.
49. Write the full name, *Parker Memorial Hospital*.
50. Write *Rothwell Gymnasium*.
51. Do not quote the word *stunt*.
52. Do not drag student nicknames into your story unless there is some real occasion for them. Then use the form *C. R.* ("*Chuck*") *Wilson*. Usually the nickname may be dispensed with.
53. Quote such nicknames as the foregoing, but do not quote diminutives like *Tom*, *Bill*, etc., and do not use periods after them.
54. Use *he was graduated* rather than *he graduated*. *Graduate* is a transitive verb. A school graduates its pupils.







